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# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

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VOL. CXIX, No. 6

NEW YORK, MAY 11, 1922



B. A. I. S. 1920 with  
N. W. Ayer & Son

## From the Hub Out

THOSE who live in Portland, Maine, may drink a brand of coffee that has a large local sale. Those who live in Portland, Oregon, may never have heard of it. In Springfield, Mass., a locally sold coffee may dominate the market. In Springfield, Ohio, it is unknown. Citizens of St. Joseph, Michigan, may drink a blend famous in St. Joseph. To the folks of St. Joseph, Missouri, it means nothing.

BUT—go anywhere in these good old U. S. of A. and say “Chase & Sanborn’s Seal Brand,” and every one in that town who knows anything about coffee will say, “That’s the lodge I belong to.”

Chase & Sanborn, of Boston, have been producing good coffee since 1864. They followed every railroad extension and every new-made wagon trail along our growing frontiers and planted the Chase & Sanborn agency franchise with a real merchant in each new town.

Today Chase & Sanborn’s Seal Brand Coffee is almost as much an American institution as baseball. Ours is the task of making it as much a daily necessity as breakfast, lunch and dinner.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK  
BOSTON

PHILADELPHIA

CLEVELAND  
CHICAGO



# Window Shopping a Popular Pastime

Don't laugh, men—you know you can't pass a sporting goods window or an attractive hardware display without stopping for a minute or two.

City people get lots of buying ideas from window shopping.

How do the farmers get their buying ideas?

The advertising pages of their farm papers take the place of window shopping.

They read these pages as they do the news.

They depend upon the advertising to keep them up-to-date in styles, in new conveniences for their homes, their cars, their work.

Standard Farm Papers reach two million of the better class of farm families

—families who have money to spend and who enjoy all the modern conveniences.

A large majority of Standard Farm Paper subscribers have automobiles. They shop in the towns. They buy in the stores where your goods are sold.

They are glad to read about merchandise of merit. They want to be familiar with goods of national reputation.

Two million of such buyers is a potential market worth going after.

And two million of these families read the Standard Farm Papers.

## The Standard Farm Paper Unit

*The flexible national medium with local prestige.*

*A. B. C. Circulation 2,000,000.*



### Pacific Rural Press

*Established 1870*

### The Farmer, St. Paul

*Established 1882*

### The Farmer's Wife

*Established 1906*

### Heard's Dairyman

*Established 1876*

### Progressive Farmer

*Established 1886*

Birmingham, Raleigh,  
Memphis, Dallas

### The Michigan Farmer

*Established 1843*

### The Ohio Farmer

*Established 1848*

### The Wisconsin Agriculturist

*Established 1877*

### Prairie Farmer, Chicago

*Established 1841*

### Pennsylvania Farmer

*Established 1880*

### The Breeder's Gazette

*Established 1881*

### The Nebraska Farmer

*Established 1859*

### Wallaces' Farmer

*Established 1895*

#### Eastern Representatives:

WALLACE C. RICHARDSON, INC.,  
95 Madison Ave.,  
New York City

#### Western Representatives:

STANDARD FARM PAPERS, INC.,  
1100 Transportation Bldg.,  
Chicago

May 11, 1922

# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXIX

NEW YORK, MAY 11, 1922

No. 6



## Advertising to Teach People to Wear Out Your Merchandise

Disston Campaign Shows Buyer How to Wear Out Long-Lasting Product and Develops New Army of Users Every Year

By Roland Cole

IS it good business to make an article so good that it will never wear out?

A man wanted to buy a dog. After visiting many kennels, he found exactly what he wanted—a four-months-old puppy, of lively disposition and unbounded optimism. (Nothing will restore lost youth to a human being as will intimate association with a pup.) As he was about to drive off with his purchase, the proprietor of the kennels called out to him:

"Good luck, but I hope he won't live too long. I'd like to sell you another dog some day."

The remark was made in jest but the jest was born of a condition in the dog business that exists in many other businesses, namely, that if a thing is built to last a long while, and most buyers buy only one, each sale is a loss as well as a gain, for each customer is lost again as soon as found.

A man buys a camera, and he is through buying cameras for a while—a large number of buyers never buy again. So also with phonographs, pianos, players, check protectors, furnaces and a host of other things. The man who makes the player sometimes makes the rolls but not always. The maker of furnaces derives no profit from the sale of coal.

Food is consumed, clothing wears out. Buyers of food and clothing repeat and repeat. Goods sold for use are not consumed. The woman who buys a washing

machine will probably wear it out before she dies and the man who buys a pipe may lose it or break it. It is not dishonest for the makers of the washing machine and the pipe to hope their product will not last forever. But when it comes to making them of cheaper materials so they *cannot* last forever, that is not the same thing at all.

Men who make Steinway pianos, Rolls-Royce cars and Disston saws pride themselves on the craftsmanship that has gone into these products when they come to sell them to the consumer. They say, "Buy it, and you'll never have to buy another. Look at the way it's made! Why, it will last forever."

Making an article so good that it will never wear out is a proposition that concerns a very considerable number of people who make things. They believe it to be good business so to do, as it is, and turn their attention to those who have not yet bought, but can, and to selling the oncoming generation of those who will be able to buy some day. And so they steer their ships into narrow waters already crowded with other vessels, and forget that there are other seas and other prizes.

The question is, What can a manufacturer do when his product lasts too long? Is it possible to teach owners to use it more and wear it out?

Every manufacturer of an article of use has a natural and obvious market that gets most of his time

and attention. When he discovers that he loses customers as fast as he sells them, he begins to look for other markets and other users. Frequently this means fundamental changes in the product that take both time and money, and sometimes the lure of the unknown leads him to place too high an estimate on the value of remote markets and thus takes him away from a closer study of his regular sales field.

#### BATH TUBS A SHINING EXAMPLE

To illustrate: The reader may not make bath tubs but he is familiar enough with them to appreciate the difficulty that confronted the marketing of bath tubs not so many years ago.

Bath tubs were at first big, heavy and expensive. They could be sold to wealthy home owners but not to many others. One bath tub to a home seemed to be all the makers ever thought of in the beginning, and few indeed were the homes that contained more than one. When the market in this country seemed to be about covered, the makers of bath tubs thought of other countries. No doubt the rest of the world seemed pretty large compared with the United States. The practical difficulties of teaching people of other countries to bathe regularly in a man-sized tub soon eliminated most of the remote markets that at first seemed to promise so much. At length came the inspiration that a modest home does not require a heavy, expensive bath tub, but a light, inexpensive one, and Prestol the home market was metamorphosed at a thought, and not only does every city residence now contain one bath tub, but many middle-class homes have two and three, while homes of the better class have baths with every bed-room and at least one first-class hotel now advertises that some of its rooms have two baths. Thus it happens that the J. L. Mott Company is credited with teaching the masses to bathe because this company was among the first to put a light bath tub on the market and get it into the average American home.

From this it will be seen that the problem has two sides. Getting users to use the product so much that they will wear it out quickly and finding new markets within the present market and around its undeveloped edges.

The manufacturer interested in either side of the problem here presented will find many suggestions in the advertising and sales activities of Henry Disston and Sons, Inc., of Philadelphia. No doubt it will seem absurd to many that the maker of saws, files and other tools has found a way to make the users of such goods use them more and that his solution of how to do that could not possibly be of help to manufacturers of other goods, like phonographs and furnaces. There is no quicker way to prove whether that be true or not than to read what follows:

Who buys saws? Carpenters. How many carpenters are there? Oh, somewhere around 800,000.

A carpenter buys a Disston saw. It is of good quality, excellent workmanship, and sells for a higher price than a saw made of material not so good. Perhaps that is why the carpenter bought it and was willing to pay more for it.

The carpenter takes care of his Disston saw, sharpens it properly when dull, always hangs it up or covers it or oils it (or whatever must be done to a saw), and it lasts a long time. Maybe it lasts as long as the carpenter and maybe his son gets it and would rather have it than a new one. So far as the carpenter is concerned the Disston company may go out of business after it sells him his tools.

There is the problem. Wherein does the man who buys a saw differ from the man who has just bought a Steinway or a Victrola or a Kodak? Dismiss, for the moment, the consideration that the owner of a Steinway may break a few keys or strings and want new ones, and that the owner of a Victrola or Kodak buys records or film. Give the saw and the Steinway ordinary care and they will last a long, long time. Rust and neglect will consume a few



*More than 1000 newspapers reprinted this page either in whole or in part.*

## The Christian Herald

GRAHAM PATTERSON, Publisher

B I B L E   H O U S E ,   N E W   Y O R K

A. W. Brownell, Adv. Mgr.

saws and a few Steinways but rust and neglect may not be promoted by advertising.

Suppose the manufacturers of the Steinway could find a way to make the owner put it to work so hard that it would be completely worn out in a few years. That would be legitimate. Just as legitimate as to give the saw user so many things to do with a saw that he would wear it out and need a new one.

If the reader thinks the suggestion contained in the preceding paragraph is stretching probability beyond proper bounds, what would he say to a sales plan devised by a manufacturer of pipeless furnaces to sell his furnace to houses already equipped with large furnaces? That certainly sounds impractical if anything does, but the manufacturer of the furnace has found it anything but impractical.

Most well-to-do homes, and better, have heating plants—hot air, hot water, steam. They may be allowed to remain. But, in addition to the regular plant, a pipeless furnace may be installed for use when the weather is not severe enough to require the use of the other. A pipeless furnace will take the chill off the house in late spring and early fall more easily and less expensively than starting the regular heating system. That certainly sounds feasible and because it does, a lot of people have installed two furnaces.

Where is the Disston market? First, mechanics. If the company had to depend upon sales to mechanics, however, its business would be very small today. This fact should be noted carefully by concerns that do only a very small business in a particular field. The immense size of the Disston business and its diversified character is a commentary on the policy set forth in the title to this article. In this development national advertising has played an important part.

After mechanics, comes the great industrial field of wood-working factories, metal-working factories and saw mills, all users

of Disston saws, files and other tools in large quantities.

The great home market follows next—national advertising to the "handy man about the house," the boy and the farmer. Then come the shop schools, colleges and manual training departments.

#### DISSTON FILES FIRST MADE TO MAKE THE SAWS

Henry Disston, the founder of the business, began making saws in 1840. Saws have to be sharpened with files. In 1869 a file plant was added to the saw works. In addition to all the files sold by this concern to its customers, about 35,000 dozens of files are used annually in the manufacture of Disston saws. After files were added, a long list of other tools comprising thousands of items were made a part of the Disston line. These items are bevels, cabinet scrapers, gauges, hedge shears, machine knives, cane and corn knives, levels, mandrels, plumbs, post-hole diggers, screw drivers, squares, tool steel trowels and many others.

Many occasional buyers of saws let them rust out. That might be a good thing, but it is not. No man who has paid a good price for a good article can stay sold on his purchase if he is not able to find enough use for it to keep it going. That is a problem by itself.

But the man who knows how to care for a saw keeps it in good condition and it lasts a long time. If he is to wear it out, he must be made to use it more. The Disston plan, here described, is designed to make the lay user first take a mechanic's interest in his saw, and then buy more kinds of saws and use them for a great many different kinds of sawing.

Let the reader who has gone thus far rest a moment and take a quick look backward and forward, and the subject of interest that led him into reading this article will be immediately apparent.

Look backward at the Disston business. The carpenter market,

(Continued on page 174)

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## *"Get out, you unwashed tramps!"*

"Aw, you ought to be ducked for takin' a bath, an' it's only Tuesday."

"Say, get a whiff o' this swell-scented bath soap and you'll want to climb in, too."

Boys may hate baths if they have to scrub themselves with laundry soap. But all boys like fine soaps, good tooth pastes, and other bathroom essentials. In these necessities, boys prefer the best.

## THE **AMERICAN BOY**

"The Biggest, Brightest, Best Magazine  
for Boys in All the World"

has a half million eager readers at the habit-forming age (averaging 15½ to 16 years). A toilet article sold to them now, through their own medium, is pretty sure to be their choice through life.

Manufacturers of all kinds of toilet goods will find a ready market in the advertising columns of THE AMERICAN BOY—and every reader is a strong factor in influencing the entire family. Copy for the July issue should reach us by May 20th.

**THE SPRAGUE PUBLISHING CO., Detroit, Mich.**

(Member A. B. C.)

Branch Offices: 286 Fifth Avenue, New York; 1418 Lytton Building, Chicago



## Like the one white pea in a pod—

**T**HOUGH on the surface your product and competing ones may be "as like as two peas," yet there is a way to make your product stand out from all the rest like the one white pea in a pod.

Not by any superficial differences in your advertising, nor by the magnifying of trivial points, can this be done. No "stunts" of type, art work, or plate making will accomplish it.

But somewhere in your business there is a story that can be dramatized to give you a genuine individuality.

It may be a story of new uses that can be discovered for your product, as the "Skin You Love to Touch" treatments that individualized Woodbury's Facial Soap.

It may be a story developed through a carefully built-up "atmosphere," as that of "Yuban, the Private Coffee of the Greatest Coffee Merchants."

It may be a story like that of discovering startling facts on fatigue which taught millions of

... slow down our miniature sugar...

---

Americans to wear O'Sullivan's Heels because "they absorb the shocks that tire you out."

Somewhere in your product, or in your business, there is a "difference," an idea that can be developed into a story so big, so vital, and so compelling to your public as to isolate your product from its competitors, and make your public think of it as distinctly a different kind of product.

Only by the development and dramatizing of such a story, only by the discovery of a big idea around which every promotion effort can be made to circle, can you gain real distinction for your product.

Without it your advertising is dependent upon volume and brute force alone. With it you have every advantage of a distinctive and favorable personality—a practical monopoly, as valuable as a patent. Every unit of your advertising becomes increasingly effective as it adds to the establishment of this central idea.

The telling of such a story should begin, if possible, with the name of the product itself. Certainly it should be expressed in the package, the container, and every other physical accompaniment of the product. Every detail of the printed message and of its form should be fitted to its telling.

For the products named above, and many others, we have had the pleasure of helping to develop the idea that has made each the one white pea in a pod. We shall be glad of an opportunity to tell you more about it at any of our offices in New York, Boston, Chicago, Cincinnati, Cleveland or London.

J. WALTER THOMPSON COMPANY  
*New York*

Chicago - Boston - Cincinnati - Cleveland - London

# When Salesmen Travel by Twos

In Certain Cases a "Backstop" Enables the Salesman Proper to Improve His Sales

By Frank L. Scott

**A**BOUT three years ago a friend of mine was taken on as assistant sales manager for a jobber in the drug field. In order to get acquainted with conditions in that field, he spent quite a little time at the start in going about with the salesmen. Putting himself in the salesman's place, he took great pains to assure the men that he would not in any way attempt to play a part in attempting to sell goods. The salesmen were simply to introduce him as the new assistant sales manager and then disregard his presence entirely and go ahead with their selling.

At the end of the first day out, the salesman with whom he had traveled remarked, "Say, you're as good as a horseshoe. They've certainly been coming across today." After four days, the assistant parted with this man to join another salesman in the next county. In parting, Salesman Number One remarked again on the "good luck" he had enjoyed while with his superior. Both men considered that the better-sized orders were due in no way to the presence of the new executive. He had carefully kept his word. He had been polite and pleasant with the druggists, but had in no way attempted to sell them.

With the next salesman similar "luck" was noted. The third and fourth men seemed also to feel that they had been unusually fortunate during the days spent with the newcomer. Laughingly, the assistant commented on the experience to his chief when he returned to the office. The sales manager himself was not much surprised, and what is still more to the point, he explained why. "The dealer doesn't care so much about the salesman's opinion of him, but he likes to look bigger to the man higher up. Those druggists, consciously or uncon-

sciously, wanted to impress you, and the best way to do it was to make their orders as big as possible."

I don't suppose that many houses realize the occasional value of hunting sales by pairs, but one sales manager I know considers it one of the most important parts of his job to help his men out in opening new territories and in calling on hard prospective customers. He does not get actively into the selling, but rather lets his epaulets glisten. Dealers seem to feel that they cannot give a sales manager the lame excuses which they would unhesitatingly give to a mere private in the ranks.

## DOUBLE THE FORCE TO MEET TWO OBJECTORS

There are other cases when it pays to send two men instead of one. The friendly critic may remark that it's sending two men to do one man's work. The reply is that it is just as easy to lose out through expecting one man to do a two-man job.

For example: Every salesman can run over his list and show you cases where he is up against two buyers instead of one. Partners, for instance, both of whom listen while he talks and give him a double dose of objections and refusals. Or father and son, who greet him in a similar way. One heckler is bad enough. How can you reasonably expect a salesman to keep pace with his tongue and his wits when two hard-shells are trying with might and main to batter him down?

In some lines the salesman must occasionally meet a group of department heads or talk convincingly with a board of directors. In cases like these it may be the rankest kind of extravagance to let him go before them single-handed. No matter how good a salesman may be, he can hardly be

# Rotogravure!

Eastman Kodak Co.  
 Watkins Mulsified Cocoanut Oil  
 Chesterfield Cigarettes  
 Castoria  
 Corn Products Refining Co.  
 Dictograph Products Co.  
 Fatima Cigarettes  
 Kenton Pharmacal Co.  
 Van Raalte  
 Yeast Foam Tablets  
 Van Ess Shampoo  
 Jersild Knitting Co.  
 Houbigant Toilet Preparations  
 —and others

are using rotogravure advertising in The

## Des Moines Sunday Register

—they are reaching over  
 125,000 Iowa homes at a cost  
 of but 40 cents a line

### REPRESENTATIVES

I. A. Klein  
 50 E. 42nd Street  
 New York

Guy S. Osborn, Inc.  
 1302 Tribune Bldg.  
 Chicago

Jos. R. Sciaro  
 701 Ford Bldg.  
 Detroit

C. A. Cour  
 401 Globe-Democrat Bldg.  
 St. Louis

R. J. Bidwell Co.  
 San Francisco  
 Los Angeles

expected to handle adequately the objections which may be thrown at him by a half dozen listeners.

One believer in occasional double-headed salesmanship gives another instance where pairs work better than singles. The best of salesmen may be deficient in some one particular. In going over the sales reports, this manager is particularly careful to question the salesmen regarding the personal characteristics of the buyer. A slow, sociable, phlegmatic customer may feel that a salesman of normal push is trying to rush him. Without realizing it, the salesman has built up a wall between this man and himself. In such cases the sales manager may decide to go and have a good "visit" with the dealer as a therapeutic measure.

Manufacturers of machinery and technical equipment agree that the engineer seldom makes a good salesman. His absorption in machinery tends to make him a bit cold and impersonal. Possibly he finds it difficult to translate technical terms into simple English. Working with the regular salesman, however, he often proves to be a most valuable assistant. He is right there when it comes to answering technical questions which the salesman himself can't answer. If necessary, the salesman can translate the engineer's talk. And frequently the purchasing agent calls up the plant engineer. While the P. A. and the salesmen discuss price, terms and quality, the two engineers go over r.p.m.'s, horsepower and those hundred-and-one points which engineers delight in. It takes an engineer to talk to an engineer.

Some salesmen today carry moving-picture equipment. In many cases they are expected to operate it and give a sales talk at the same time. But many of these salesmen find it difficult to be mechanician, showman and salesman all at once. Frequently, it is much better to let an apprentice go along with the salesman and do the manual labor so that the salesman has free play for his mental abilities.

Where the dealer is asked to stock in anticipation of an advertising campaign, it may be wise to let a member of the advertising department be with the salesman when he calls on the important retailers. The salesman may be perfectly equipped to discuss the advertising, but the mere presence of the advertising man lends importance to the subject of publicity and secures for it more careful consideration.

Sometimes merchandising men are also effectively traveled with the regular salesman. These teammates, at their best, size up the store and its methods and then give the dealer some first-class advice on window trims, stock arrangement and other factors in modern retailing.

One of the most helpful teammates I ever had in selling was the branch manager under whom I worked. He was a man of letter-writing ability. He always requested careful, complete reports. A reading of these frequently suggested to him the advisability of a letter to the customer along certain definite lines. He dictated these letters, never for a moment discrediting or interfering with the salesman, but always showing a grasp of the situation and a genuine desire to be of service to the dealer. Although seldom with his men in person, he constantly followed their work and did his best to build up their volume of sales.

The mere fact that two men show up instead of the customary one frequently excites the interest of the customer enough to secure an interview where otherwise he might attempt to brush the one man aside.

One caution, please. Two men can't sell at the same time or in the same way. When two men go to make the sale it should be understood that one is to play the major part and that the other will watch for slips or holes and come to the rescue where he sees the need. Otherwise two-man selling may easily lose all its value. It's co-operation—not competition—that makes team selling valuable and efficient.

# Vigor

Eight years ago, this agency was started without business and with little money. To-day it has a very satisfactory volume of business from clients who believe in us and in whom we believe, and we are earning a profit—as any good business should.

We can place at the disposal of one or two new clients seasoned contact men backed by a sound advertising organization.

*Write for the following booklets:*

*"How to Judge an Advertising Agency"*

*"Points on Merchandising Advertised Products Through Department Stores"*

*"Merchandising Advertised Products Through Drug Stores"*

# J·H·CROSS CO.

*General Advertising Agents*

Cross Building, 15th and Locust Sts., Philadelphia

Members:

American Association of Advertising Agencies, Audit Bureau of Circulations

National Outdoor Advertising Bureau

# Collier's

THE NATIONAL WEEKLY

5¢ a copy

## In Collier's for May 13:

WHAT EVERY RICH MAN KNOWS  
By A. B. Farquhar

FOLLY  
By Ben Ames Williams

THE IMP IN THE RADIO BOX  
By Ernst F. W. Alexanderson

ON TIPTOE  
By Stewart Edward White

WHERE'S THE MOTOR BUS GOING?  
By Edward Hungerford

PARAOH'S SON  
By Jonathan Brooks

"HE LAUGHS BEST"  
By Meade Minnegerode

UNCLE HENRY  
On Woman's Proper Place

### EDITORIALS

The Cartoon That Says  
Something  
The Goat Wins

Cost of Living  
Above the Ears  
The Husband Business

CARTOON BY J. N. DARLING

"The trouble with the modern woman is that she *does* know her place.

"It's all our own fault, too. We started the whole business when we gave up our velvets an' satins an' turned bright clothes over to the female of the species.

"It was goin' against nature, an' nature never forgives. Look around for yourself, an' you'll see that the male bird is always the one with the top-knot, the long tail, an' the brilliant plumage.

"Back in the days when we ordered our business suits from the steel mill, an' it took a whole herd of silkworms to turn out a simple walkin' suit for us, you didn't hear anything about equal rights, did you?"

From "Uncle Henry"  
in Collier's for May 13.

**Collier's**  
THE NATIONAL WEEKLY



Just a little less than twenty years ago the firm of Florence W. MacCarthy Company was established in Baltimore.

With W. B. Lalor as its president, this concern brings business to this city from the Eastern seaboard states, reaching as far as Texas for its western and southern trade.

Several foreign offices are maintained by this firm through which are imported fine laces and embroideries, white goods, trimmings and notions.

widest avenues of reaching the great buying talent of a score of states that depend on Baltimore as their source of supply.

In planning to establish Baltimore distribution, the newspaper advertising situation is a simple one. Here we have in two great papers—the NEWS and AMERICAN—the means of reaching a very high proportion of all the homes in and near Baltimore every day.

The NEWS and AMERICAN are operated independently. Each has its own following. They are one, however, in their policy and efforts to promote in every way the interests of the community which they serve and in their sincere desire to give to our city and state a service that entirely fulfills the functions of the modern newspaper.

*The combined rate for the NEWS and AMERICAN is 30 cents daily for 1,000 lines or more, Sunday 35 cents; Sunday American Rotogravure, 35 cents per line flat.*

## THE BALTIMORE NEWS

Evening. Daily And Sunday.

## The Baltimore American

Morning. Daily And Sunday.

DAN A. CARROLL  
Eastern Representative  
150 Nassau Street  
New York

*Frank A. Webb*  
Advertising Manager

J. E. LUTZ  
Western Representative  
Tower Bldg.  
Chicago

## Baltimore Influences Buying in a Score of States

BALTIMORE takes pride in her wholesale establishments. To such firms as the Florence W. MacCarthy Company she owes much of the commercial expansion that the last few years have brought to the city.

Through the merchant buyers coming to Baltimore each year by the thousands to visit these great wholesale institutions, the national manufacturer who has prefected his wholesale and retail distribution here has one of the

widest avenues of reaching the great buying talent of a score of states that depend on Baltimore as their source of supply.

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# Copper Starts to Advertise

Advertising Campaign Now under Way to Reach Consumers, Dealers and Industries

By Roy Dickinson

THE formation of the Copper and Brass Research Association, announced in PRINTERS' INK of September 15, 1921, indicated clearly the need for the advertising campaign which is now under way. The appearance of the copper association in the advertising pages of consumer, dealer and business publications indicates once more that a condition which requires advertising for its solution will finally be solved by advertising, though the preparation takes many years.

In the issue of March 13, 1919, the opportunity was pointed out for better merchandising and advertising efforts on the part of the copper producers. At that time, many of the producers who later became members of the association commended the editorial as being sound in its premise but pointed out some of the difficulties to be overcome. These obstacles were finally removed by conference, co-operation and the final formation of an organization to carry on a campaign which every producer saw was necessary. The long continued efforts made by various business papers and other publications in which PRINTERS' INK is glad to have had its share, had a very definite bearing upon the present campaign, so many of the producers tell us.

In 1895, the production of copper was 380,000,000 pounds. With the advent of new industries which offered new uses for copper and the series of wars culminating with the World War, production jumped between 1895 and 1916 to 1,928,000,000 pounds and a year or two later the copper production of this country alone was over 2,500,000,000 pounds. This increased production and expansion of the industry was made possible, of course, not only by increase in demand but in mining methods; discovery of new deposits, better

working of low grade ores and many other causes. Through better methods of production and increased production, the price also got to a point where it was reasonable to suppose that demand at a cheap price could be greatly stimulated where a higher price would have made this impossible.

#### WORTHY COMPETITION TO BE MET

A complete investigation of markets showed that the condition was indeed one which demanded immediate advertising. Copper had been driven from the field in many lines by active, aggressive, advertising competition. One of its competitors was aluminum. Twelve years ago aluminum was used for only about one-fourth of one per cent of the kitchen utensils then in use. Under improved process a better grade of aluminum was produced, but at first it could not be sold. Progressive sales and advertising campaigns put aluminum in a place where it is used today for more than 50 per cent of the kitchen utensils in the country, and the demand for it is steadily being increased. It was just this sort of aggressive work among many of the competitors of copper which led to the campaign now running.

At the present time, a list of twenty publications is being used, of which two are consumer mediums and the rest in specialized fields, such as the architectural field, publications reaching dealers in hardware and plumbing materials and publications reaching other industries which make up a great part of the copper market. For the problem of the copper producers naturally resolved itself into these three fields: consumers, dealers and other industries. The man who specifies copper for a new roof or leader after he has become sold upon the consumer advertising, is apt to be disap-

pointed if a plumber, hardware dealer or roofer uses, let us say, galvanized instead of copper nails because the application of copper means copper all the way through

*"It seems to me we only had it put up last year . . . This time it'll use Copper. It's cheaper after all."*

Copper is certain. Copper does mean faithful, expense-proof service. Copper's durability has been proved in ages of use.

Copper resists corrosion as no other metal does. Copper will last as long as the house stands.

No paint, no repairs, no renewals, when you use Copper.

A little money spent on Copper now saves you a great deal of money—and trouble—later.

Sheet metal contractors will tell you their customers are demanding more Copper than ever before.

Use Copper this time on your house—and be forever rid of the perpetual nuisance and expense of leaky leaders and gutters.

**COPPER AND BRASS  
RESEARCH ASSOCIATION**  
22 Broadway, New York

**For Home Builders—FREE**

COPPER ALIVE BRASS RESEARCH ASSOC.  
22 Broadway, N. Y.  
Please send me without charge my copy of your book, "How to Build a Better House".  
Name \_\_\_\_\_  
Address \_\_\_\_\_

**Copper is cheaper because you pay for it only ONCE.**

EXAMPLE OF THE APPEAL IN GENERAL MEDIUMS

if the best results are to be obtained. A great many other technical details enter into this job of serving the final buyer and need to be carefully and continually explained to the man who deals with him on the spot. The consumer uses are easy to see. There are continual new uses in the consumer field for copper and brass, its principal alloy, and copper enters into the daily life of the average housewife everywhere from the kitchen to the attic. But there are also new uses continually coming up in the field of industry.

The development of the electrical industry formed one of the big

markets for copper and one which increased its consumption greatly. An interesting new use is found in the wireless telephone field.

In September, 1921, there were approximately 200,000 radio receiving sets in use in this country. The Department of Commerce estimates the present number at over 600,000, but other well-informed sources place the number at as many as a million. The estimated average cost of a receiving set is placed at \$50 and on the basis of receiving sets alone, this means that approximately \$50,000,000 will be spent annually during the next five years for new installations. It is not impossible that the volume of radio business will, instead of stopping at the present distribution, pass onward and match to some extent the present distribution of ten million automobiles in the country. Copper serves a vital purpose in the radiophone. Because of its high electrical conductivity, resistance to corrosion, strength and the ease

with which it is handled, copper is indispensable in the construction of the delicate apparatus where the keenest conductivity is required to receive and translate back into sound the electric pressure transmitted through the ether waves.

It is estimated, that 5,000,000 pounds of copper are utilized for every million instruments. Manufacturers of these instruments need copper and in many other new industries, the industrial purchases are a constant source for big business as new uses are discovered.

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new advertising which is being paid for by members of the association, an interesting point is brought out.

In the association there are both producer and fabricator members.

builder or a contractor putting up an apartment or office building. A letter is sent to each one of these new builders signed by the manager of the Copper & Brass Research Association. It says:

In building—pennies saved today too often mean dollars wasted three, five, ten years from now.

Expensive repairs and renewals, early and often, are sure to follow if you use materials that quickly fall victim to rust and ruin in the vitals of your building—the plumbing, the roof, the heating plant, the building hardware and fixtures.

The value of Copper and Copper products in your building lies in the fact that in addition to presenting a permanently pleasing appearance, these Everlasting metals resist rust as no other materials can possibly do.

Copper and Copper products will serve you faithfully, economically, as long as your building stands, without painting, repairs, renewals. Saving and satisfaction always follow the use of

Brass pipe and pipe fittings in your plumbing system;

Copper roofing (shingles, standing seam, any style you prefer);

Copper leaders, gutters, flashings, valleys, ridge roll;

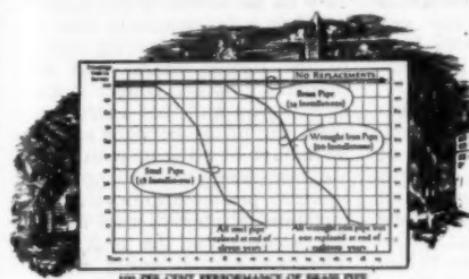
Copper, Brass or Bronze building hardware and fixtures.

Look ahead three, five, ten years, when repair bills will be mounting if you use substitutes for Copper, Brass and Bronze, and you will see for yourself the truth of our unqualified assertion that

Copper and Copper products are cheaper because you pay for them *only once*.

A postal card is attached to this letter addressed to the Building Service Department of the Copper and Brass Research Association. It says: "Send me without charge a copy of the book 'How to Build a Better Home.' I am planning to build a"—then a blank space is left for the type of structure, the approximate cost, and the man is asked to insert the amount in the space provided.

The prospect is then requested to ask the Copper and Brass



That was the significant result of a survey of hot water service in more than 100 apartment houses containing 1000 apartments

## You Can't Argue with a Piece of Pipe

- 4 When one of your men doesn't come up to your standard of good work, he can't produce anything that deserves results.
- 5 But you can't argue with a piece of pipe. All the persuasion in the world won't add a single hour to its allotted span of life.
- 6 Pipe and pipe fittings represent only about 10 per cent of the cost of the plumbing installation, yet

Millions of people are now being told the facts about the performance of Brass in the Saturday Evening Post and the Literary Digest. Millions of readers of our advertisements are doing business with you. You can sell them Brass—and by that giving them a better job, keep their business, and get their regular business, too.

"Brass is chapter lesson  
you pay for it only ONCE."

## COPPER AND BRASS

RESEARCH ASSOCIATION

25 Broadway, New York

WELL-CONSIDERED ADVERTISING TO A PARTICULAR TRADE

The producer who starts the copper on its way from the mine into the thousands of uses to which it is eventually put, has expressed himself as perfectly content to get his share of the increased business which will actually come through the fabricator. He is in the copper campaign on the long time idea of increasing the demand for copper and winning back its place which was taken from it in a great many lines by substitutes. So in order to bring the advertising right down to the man who deals with the consumer buyer, letters are sent to all people building new houses as furnished by building reports.

The individual may be a house-

Association to tell him how he can effectively utilize either the brass pipe and pipe fittings in the plumbing, the copper in the roof, leaders, gutters, etc., or copper, brass and bronze in building hardware and fixtures. Places are left on the card for him to check either one or all three of these specific lines and to enter any other information desired.

Each of the fabricator members of the Copper and Brass Research Association then gets a list of these replies as they come in; thus they are furnished directly, and know in advance, just what the prospect wants to find out. The salesman is furnished this information and goes out on a direct lead, the best salesman, presumably, getting the order. The same booklet "How to Build a Better Home" is featured in a coupon placed in the consumer advertising. An interesting point about this elaborate 32-page booklet is that no mention of either copper or brass is made in the first thousand words.

Direct-by-mail literature, applying to their specific part in the campaign, is sent to more than 1,600 architects and more than a thousand plumbers and hardware dealers. The latter especially find that they are being helped at no cost to themselves by the increased interest in copper caused by the association advertising. It is in this final use that a great deal of local advertising is being developed by the national advertising of the Copper & Brass Research Association. A list of the final uses of copper could be strung out to almost any length, for copper, brass, bronze and the other copper alloys go into literally hundreds of small articles that are used in every American home. The man who sells this copper, whether he be a hardware merchant, a plumber, or in the case of a few new ones, a retail copper store is, in many parts of the country, beginning to see the advisability of tying up his local advertising to his customers in the newspapers with the undoubtedly new interest in copper which is being caused by the advertising.

The total tonnage represented by the copper that gets into the home, in some form or another, may be gauged from the fact that every year more than two million pounds of brass goes into the manufacture of the ordinary pin alone.

When it is considered that more than 2,000 manufacturing concerns in the United States now make products in which copper is an essential part and that every one of them will or can be made to see the advantage of tying up with the educational campaign on copper, the industry promises to develop a tremendous number of new advertising accounts in the near future. The campaign is going into new fields. It is understood that in the late summer or fall, a list of 300 daily newspapers will be added. Additions are to be made also from time to time in publications reaching the various fields.

Copper waited a very long time before it saw the necessity of advertising. Its producers thought that the public and the men in other industries and the dealer knew almost as much about copper as they did. Many a manufacturer who thinks his product is so well known that he can afford to say nothing at all about it, will find in the copper campaign, as it goes along, an inspiring lesson.

#### "Christian Herald" Makes Promotions

A. W. Brownell, formerly advertising manager of the *Commercial Car Journal*, Philadelphia, has been appointed advertising manager of *The Christian Herald*, New York. Paul Maynard, for fifteen years Eastern solicitor of *The Christian Herald*, has been advanced to Eastern manager.

#### Carter's Ink Account with N. W. Ayer & Son

The Carter's Ink Company, Cambridge, Mass., maker of writing inks, "Cico" paste, mucilage, carbons, and ribbons, has placed its advertising account with N. W. Ayer & Son.

#### Represents "Needlecraft Magazine"

Charles Dorr, Boston, has been appointed New England representative of *Needlecraft Magazine*.

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# Philadelphia

Third largest market in the U. S. A.  
for Radio Apparatus

Radio is far more than a fad—its recent developments have increased the delight of living. Realizing the importance of this novelty of "taking music out of the air" The Bulletin some time ago established a regular radio department containing news and technical information tending to stimulate the interest of its readers.

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

# The Bulletin

The circulation of The Philadelphia  
Bulletin is one of the largest in America



Net paid daily average circulation for March, 502,354 copies a day.

*No artificial methods of stimulating circulation are used by The Bulletin.*

New York—Dan A. Carroll, 150 Nassau St.  
Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.  
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.  
San Francisco—Allen Hofmann, Verree & Conklin, Inc., 681 Market St.  
London—125 Pall Mall, S.W. 1.  
Paris—5 rue Lamartine (9).

(Copyright, 1922—Bulletin Company)



*A* dramatic way  
to test advertising  
*but an expensive one*

THE most dramatic way to test advertising is to stop it.

Lane Bryant, the widely-known women's specialty firm, found it so. Mr. Malsin, President of that Company, wrote: "We cannot afford to stay out of your paper, as we have suffered a loss in business, and we are in business to make money."

Back of this rather striking demonstration of the selling power of the NEW YORK EVENING JOURNAL is an interesting advertising history. Ten years ago, Lane Bryant

used the NEW YORK EVENING JOURNAL occasionally and at irregular intervals, with small one-column space.

Constructive advertising salesmanship gradually showed Lane Bryant the advantage of a more regular schedule and larger space. In 1912 they used only 1,126 lines, and in 1922 Mr. Malsin's letter tells of signing a contract for 50,000 lines.

It is interesting to consider how the business grew during the period of this change of policy.

At first, Lane Bryant occupied only a small shop on 38th Street, one flight above the street level. Today Lane Bryant's sixteen-story building extends clear through from 38th Street to 39th Street, with two buildings on 39th Street.

Expert merchandising, backed up by effectively placed advertising, made this growth possible. As Lane Bryant used the NEW YORK

EVENING JOURNAL in 1920 to carry 47%, and in 1921, 54% of their total advertising in the whole New York evening field, it is fair to assume that the tremendous circulation of this paper, reaching, as it does, over a million local people daily, played an important part in the development of this famous women's wear establishment.

**LANE BRYANT**

15-16 WEST 39th ST.  
NEW YORK

February  
25th  
1922

New York Evening Journal,  
2 Columbus Circle,  
New York City.

Gentlemen:-

I am glad to inform you that I have decided to sign the fifty thousand line contract at the increased rate and would ask that you call and see me at your earliest convenience.

I refused to renew this contract with your paper, previous to my leaving for a three month vacation to Europe, as I did not think the paper was justified at this time to increase their rates, but since I returned, our General Manager and Executives (have convinced me that we could not afford to stay out of your paper, as we have suffered a loss in business) and as we are in business to make money, I have agreed with them and we are resuming advertising in your paper.

Very truly yours,

*Albert G. Mullin*  
President

AM/JW

For years, the NEW YORK EVENING JOURNAL has published more Women's Wear Advertising than any other newspaper in New York.

# NEW YORK EVENING JOURNAL

*Largest daily circulation in America  
and at 3c a copy*

# Selling Books in Chicago

is a problem that has resolved itself into a few simple elementals, that astute publishers have learned and apply.

The first factor in book selling in this amazingly concentrated and prosperous market, is to make the book known to the Chicago book consumers through their accustomed medium of literary information—"The Book Page" of The Chicago Daily News.

It is a fact important for authors, publishers and readers to bear in mind, that the Wednesday book page of The Daily News practically revolutionized the business of literary criticism as theretofore conducted by American newspapers.

Readers were quick to appreciate this new and lively force in literary affairs—and the publishers have not been slow to follow the readers, as the following comparative table of book advertising for the first quarter of 1922 will show, figures which but repeat the record of preceding years:

**LINEAGE OF BOOK ADVERTISING  
IN CHICAGO NEWSPAPERS FOR THE QUARTER  
JANUARY 1 TO MARCH 31, 1922.**

	AGATE LINES
The Chicago Daily News.....	34,222
The Daily Tribune.....	7,443
The Sunday Tribune.....	7,808
The Daily Herald-Examiner.....	363
The Sunday Herald-Examiner.....	3,984
The Post .....	23,323
The Journal .....	260
The American .....	0

**The Chicago Daily News**  
*First in Chicago*

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# Death of John H. Patterson of National Cash Register Company

Founder of a Method of Selling That Has Vastly Influenced Country's  
Selling Practices

**J**OHN H. PATTERSON, founder and builder of the National Cash Register Company, died Sunday afternoon, May 7, on a train at Kirkwood, N. J., while enroute to Atlantic City, where he was going for his health. Until last July Mr. Patterson was president and general manager of his company. He then retired, becoming chairman of the board. His son, Frederic Patterson, succeeded him as president, and J. H. Barringer became general manager.

John Henry Patterson was born on a farm near Dayton, Ohio, on December 13, 1844. He served under the hundred day enlistment plan during the Civil War. Following this, he was variously employed as a farm hand, canal toll collector, orchardist, retailer of coal, and finally, while running a general store with his brother, Frank Patterson, at Coalton, Ohio, he struck the idea on which his immense manufacturing business was built. It seems that while the Patterson Brothers sold a lot of goods in their store and apparently at good profits, still the business was unprofitable. Mr. Patterson surmised there must be a leak somewhere. He soon found it. A popular clerk had made arrangements with customers to charge them for only part of their purchases, provided they would split their savings with him. E. D. Gibbs, for over ten years advertising director and trainer of salesmen for the National Cash Register Co., in a series of articles in *PRINTERS' INK* in 1911, described the beginnings of the concern so well that we can do no better here than to repeat a few of his paragraphs. He said:

"A short time after this (the clerk incident), Mr. Patterson heard of a machine called a cash

register that was made in his own town of Dayton, Ohio. It was claimed that this device would act as a mechanical check on all sales. He ordered two by telegraph without asking the price. They came and he installed them. After they had been in use for a while the Patterson Bros. noticed



THE LATE JOHN H. PATTERSON

that the receipts invariably balanced to a penny with the amount recorded by the machines. Never an error of any kind.

"That struck them as strange; so they spoke to the manager about it and he said: 'Why, of course, they balance.' Asked for an explanation, he stated that the way he operated them was as follows. He waited until the close of the day's business; then after he had counted up the day's receipts, he registered various amounts on the machines until they agreed with

May 11, 1922

the total of the day's receipts.

"There was a nice job waiting the next day for a less scientific manager. From this time forward the machines were correctly operated and the end of that year showed a profit of many thousands of dollars.

"If that machine is a good thing for our little store at Coalton, Ohio, it would be a good thing for every retail merchant in the world," was the conclusion arrived at by J. H. Patterson. So he went to Dayton, interviewed the company making the registers, and he and his brother Frank bought out the concern.

"Then their troubles began. While the machines would do for any storekeeper just what they had done for the Patterson brothers, the difficulty was to sell them and make them stick after they had been sold.

"You see, the popular idea of a cash register in those early days was that it was a thief-catcher, and clerks resented its introduction into a store in which they were employed. Agents were hard to get—money was harder to secure. There were many manufacturing difficulties. One of these came near breaking up the concern.

"The English agent had ordered 100 machines and they had been shipped. The company at Dayton depended upon the money that the agent was to pay for these registers to tide them over their financial difficulties. Word came by cable that all of the machines were defective and that they must be shipped back to Dayton—and back they came. This pretty nearly killed the officials of the N. C. R. They scurried around for money and simply forced the banks to help them out.

"Finally, after years of the hardest kind of work, with discouragement, with poor workmanship, bad management on the part of employees and many financial difficulties, the turn came. The National Cash Register properly made, with many improvements suggested by storekeepers themselves, was accepted at its true value and the business

grew and grew until we find the immense factory of today and a product which goes to every civilized country of the world."

Several well-defined policies contributed to the upbuilding of Mr. Patterson's business, but probably the principal factor in its success has been the thorough training the company has always given its salesmen. In fact, as a result of the methods of the company, there has grown up what might be called the National Cash Register Company School of Salesmanship. For twenty-five years this school has greatly influenced the selling practices of this country. In brief, the idea of this selling cult is that good salesmen can be made, which is in opposition to the old notion that unless a man was born as a good salesman he could not be trained to sell. In his system of training, Mr. Patterson conceived the belief that all salesmen could be taught the methods of the topnotchers. Register salesmen were daily hearing a hundred and one objections to their product from buyers. Every one of these objections was being answered in masterly fashion by some salesman on the staff. Why not collate all these best answers and have all the salesmen use them? Why let a salesman continue making weak replies to a buyer's excuses, when the argument that some other salesman is using would have knocked the smithereens out of that objection? Here we have the beginnings of the sales manual, which in recent years has become accepted as a vital part of a salesman's equipment.

#### N. C. R. SALES CONVENTIONS

In like manner was developed the sales convention. By getting all the salesmen together the backsiders would become infected with the enthusiasm and the energy of the stars. Under Mr. Patterson's leadership, National Cash Register conventions became famous. At these gatherings, the president of the company employed many of his graphical methods of telling a story. He believed that most of us are eye-

minded rather than ear-minded. We like to look better than to listen. If a message is worked out for the understanding of the eye, it will reach the mind more quickly and more intelligibly than if the same message is delivered via the ear route. For this reason Mr. Patterson was a great user of blackboards. The blackboard or the graphic chart was given the position of prominence in the company's conventions. Blackboards were employed everywhere. They were installed in branch offices. It is said that on occasion Mr. Patterson used to set up a folding blackboard in his room in a hotel, on which was outlined the things he wished to accomplish while in the city.

Mr. Patterson attached great advertising importance to factory visitors. This same idea has since been used effectively by the Shredded Wheat Co., the H. J. Heinz Co., and was nationally advertised as a service by one of the

Chicago packers. At one time between 5,000 and 6,000 tourists visited the N. C. R. plant every week. The details of practically every department of the business was opened up to the visitors.

As to advertising, Mr. Patterson had decided views. Let Mr. Gibbs tell why. In his series of *PRINTERS' INK* articles he said:

"I was the second advertising manager of the company. Tom Coffman preceded me. Many have held the title since, but in all the years of cash register progress there has been but one real advertising manager, and that man is J. H. Patterson. He directed it from the start. He assumes personal charge of it today.

"There has been much criticism about the changes in the advertising department of the N. C. R. Why do they change so frequently? people ask. Well, for one thing, it is because a man will not or cannot write the advertising of the company accord-

# The George L. Dyer Company 42 Broadway New York

Western Offices  
76 W. Monroe St.  
Chicago



## Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

ing to the president's ideas of what constitutes good advertising. As I am no longer connected with the company, I am free to state my opinions and I unhesitatingly declare that of the hundreds of advertising men I have met or studied, none approaches in sane, sensible ideas Mr. J. H. Patterson, president of the N. C. R."

Mr. Gibbs said that advertising was the subject nearest Mr. Patterson's heart. In addressing a portion of his European organization several years ago he came nearer to expressing his advertising views than he ever did before or since. Unfortunately, the address is too long to reproduce in full here, but a few paragraphs will serve to show his advertising philosophy. He said:

"The trouble with most advertising is that it isn't direct enough. It is a curious thing that many of us when we write become unnatural in our method and our expressions. We would not talk to a man that way if we had him seated in front of us. Then we would act natural and tell him our story in a plain, simple, direct way, but the moment we try to put these same thoughts on paper our expression becomes stilted. We are unnatural. We get away from the simple, direct style. This makes our advertising that much less effective. Some writers seem to think it necessary to have a preamble or an introduction to the main facts about their goods, instead of plunging right in and telling the things that they should tell about them. They confuse the reader, throw him off the track, and he loses interest before he gets one-quarter through the advertisement.

"Another great mistake is in saying too much. Everybody does not care for a course dinner.

"An advertisement put in a newspaper or magazine goes before hundreds of thousands of prospective purchasers. Every word, therefore, should be carefully studied, the type display simple and easy to read; the sentences short, the words short and such that anyone can understand

them. When you talk to a hundred thousand or more people through the use of printed matter you should make your advertisement just as effective as you would your talk if you were to address these same people in a large hall."

When Mr. Patterson hired E. D. Gibbs, he said: "We know nothing about advertising, but we want to learn. Some day we will have a big business. Good advertising will get it for us. Visit the agents. Secure all the ideas from them that you can. Find out their needs. Those men are in the field and they know what is needed."

So the recognition of the value of salesmen and the need of backing them up with advertising is the foundation stone of John H. Patterson's achievement. All his other activities may be set aside and forgotten if that principle is remembered.

#### A Correction

HUGH CHALMERS  
DETROIT, MICH.

*Editor of PRINTERS' INK:*

I notice in your issue of April 20, 1922, that you have a headline, "Hugh Chalmers in Fruit Cake Business."

I wish to correct this impression, because I haven't gone into the fruit cake business. Through the influence of some friends of mine, I looked over the proposition of the Hazen J. Titus Company, but I am not connected with it in any way.

Will you kindly give this the same publicity that you gave the former notice?

HUGH CHALMERS.

#### Rolls-Royce Account for N. W. Ayer & Son

The advertising account of The Rolls-Royce Company of America, Springfield, Mass., "Rolls-Royce" motor cars, has been placed with N. W. Ayer & Son.

#### New Account for St. Louis Agency

The St. Louis Lightning Rod Co. has appointed the Schiele Advertising Co., of that city, to handle its advertising.

W. J. Byrne, formerly with Frank Seaman, Inc., and the Gardiner & Wells Company, Inc., has joined the staff of the John Curtiss Company, Inc., New York advertising agency.

# The Indianapolis NEWS

In 1921 food advertising the six week-day issues of The News outdistanced the combined thirteen issues of the other Indianapolis newspapers.

*There's no argument about  
The Indianapolis News.\**

FRANK T. CARROLL  
*Advertising Manager*

New York Office  
DAN A. CARROLL,  
154 Nassau Street

Chicago Office  
J. E. LUTE  
The Tower Bldg.

---

# "To Protect Distribution"

The Pioneer Suspender Company Chose  
**THE SATURDAY EVENING POST**  
Primarily as Business Insurance

*In a recent sales bulletin, Leo H. Heimerdinger,  
President of the Pioneer Suspender Com-  
pany, of Philadelphia, wrote:*

"At the close of 1920 we had the greatest distribution in our history. Our first problem in 1921 was to protect it against the coming depression.

"Because we believed it offered us the most economical business insurance we could buy, we undertook a consistent campaign in THE SATURDAY EVENING POST.

"Because the influence of its circulation ran parallel with our thousands of retail customers in cities of every size, we felt that it offered the most complete coverage

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**THE CURTIS PUBLISHING COMPANY**

---

of actual consumer buying power that we could get.

**"We not only protected our distribution; we added over two thousand new accounts and traced a decided impetus in sales as each succeeding advertisement appeared.**

**"We met the depression of 1921 with an aggressive advertising campaign in The Post and the net result is the biggest volume of merchandise sales in the forty-four years of our Company's history.**

**"When you call on the retail merchant, remember that you are offering him not only the highest quality merchandise, but you are giving him a real sales help that increases in strength as each Pioneer-Brighton advertisement appears in The Post. If he links his store with THE SATURDAY EVENING POST'S advertising influence, both he and you will profit."**

We should like to discuss with you advertising and its application to your business.

*The Saturday Evening Post  
The Ladies' Home Journal  
The Country Gentleman*

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PHILADELPHIA, PENNSYLVANIA

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*Try it out in Representative Milwaukee*

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## 8,882,426 Bars of Toilet Soap to Keep Milwaukee Clean

Every year Milwaukee uses 8,882,426 bars of toilet soap—4,442 tons. This is a daily average of 12 tons or 24,334 bars.

How many brands are on the shelves of Milwaukee grocers, drug, chain and department stores? What brands dominate the market? Are they high or low priced products?

Think what this information means if you are a manufacturer or advertising agent interested in capturing a larger volume of soap sales.

Write for your copy of this complete survey of toilet soaps in the Milwaukee-Wisconsin Market which has just been issued by The Journal. Ten per cent of all Milwaukee grocers, department stores and other dealers, as well as 10,000 consumers were questioned. Their answers form the basis of this invaluable market analysis.

## *The Milwaukee Journal* FIRST—by Merit

*Circulation—*

In excess of 115,000 Daily

*Foreign Rate—*

20 cents per line—\$475.20 full page

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**"As Milwaukee Buys—The Nation Buys!"**

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## Sidetracks Price-Cutting Talk to Clear the Sales Road

**Electric Vehicle Bureau of Chicago Advertises Low Maintenance Costs to Meet Economy Demands**

By D. M. Hubbard

EVERY once in a while business plays a soft schedule. Then when competition stiffens, many a manufacturer who displayed all the form of a big leaguer during the easy days warms the bench or slips back to the minors un-

When economy becomes a national watchword, as it has become, it is necessary to talk in terms of dollars and cents to sell goods. Merchandising methods must be geared to the machinery which will pry open the public purse. This is the story of a little group of competing dealers who are successfully meeting the demands of a buying public suddenly become economical — not by price cutting, but by talking about something else—in this case value and service.

The Electric Vehicle Bureau of Chicago is composed of dealers of several makes of electric automobiles, garage men and the company which manufactures electric power in Chicago.



## HOW DEALER TIES HIS ADVERTISING TO THE GENERAL SCHEME

heard of and unsung. A few fast innings of price cutting are enough to shake down the unseasoned ones and send the business mortality rate climbing.

Price cutting which is justified by production costs and economies has its distinct and useful place in the economic scheme of things as has been pointed out in **PRINTERS' INK**.\* But often price cutting becomes the last resort of salesmanship which thinks it has reached the end of its rope. In many cases it is no more than a last desperate stand to hang onto markets that are slipping away rather than a bid for increased sales.

The dealers handle such competing electrics as the Milburn, the Detroit and the Rauch & Lang. But in their advertising they are no longer competitors. They have joined forces to sell the electric automobile rather than any particular make of car as the cheapest and most comfortable vehicle for the city dweller.

In its advertising the Electric Vehicle Bureau has called in Old Man Specific, who in this case has proved himself something of a diplomat. He has steered clear of plausible explanations of price cuts and has pounded away on maintenance costs, showing definitely what it costs to keep an electric automobile, a point on which many an automobile manu-

**"What Shall the Selling Price Be?",**  
April 20, 1922.

facturer and dealer prefers to remain silent.

Although there has been a firm insistence that the automobile industry talk prices, there has been no diminution in the public demand for performance. The car-buying public has asked just as loudly as ever for quality and comfort. Then in a little stronger voice it has said: "Now sharpen up your pencil on the price. Bring it down where I can see it."

Here is the answer of the Electric Vehicle Bureau, of Chicago. It does not beg the question, but it does suggest that something more than first cost ought to carry weight in buying a car.

"Get More for Your Dollar! True economy in operating an automobile," the copy runs, "is found in the *average daily cost*, which must include power, care (calling for and delivery), and upkeep. An electric automobile is the most economical transportation. See how far the purchasing power of your dollar goes. Mileage per charge conservatively ranges from 70 to 100 miles. Tire mileage on an electric automobile is exceptionally high.

"By all odds the cheapest comfort travel known. Costs \$1.63 for delivery and calling for, parking (garage), thorough cleaning every day, power—*everything*."

Few automobile buyers, before they buy a car, ever get down to fundamentals and consider the cost per day as of equal impor-

tance with the original purchase price. A few advertise low gasoline consumption and high tire mileage and stop there. The Electric Vehicle Bureau is seizing the little-thought-of opportunity to show how little it takes to keep an electric running. In the newspaper campaign, which has been running now for several weeks, a different make car is featured each day, but for all of these maintenance cost is the same—\$1.63 in public garages and twenty-eight cents in private garages.

The market for electric automobiles is, of course, more restricted than that for gasoline cars. Consequently the advertising is designed to appeal principally to the city dweller—the professional man who uses a car in making business calls, the woman to whom a car which is clean and easy to drive is a convenience in shopping, and the family that can afford a car to use in sending the children to school in stormy weather.

Such an audience calls for a quality appeal. It is an audience that is interested in economy, but it demands comfort, simplicity of operation, easy riding qualities and transportation efficiency.

No advertisement of the campaign has yet broached the matter of original purchase price. Every advertisement has featured "automobile service for \$1.63 per day." In addition it has hammered on phrases such as "an electric auto-



The correct way to start the day all right is in your Electric Automobile. There's no fuss, no muss, no bother! Nothing but solid comfort. Early in the morning it is



## At Your Door-

charged to full capacity, ready to convey you and your family easily, quietly, safely. All this and more

for **\$163**  
per day

If it's convenience you're after, it's an ELECTRIC you need

**ELECTRIC  
VEHICLE  
BUREAU**  
*of Chicago*

30 NORTH MICHIGAN AVENUE

COST OF MAINTENANCE IS BIG POINT IN ALL COPY

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# HATS



HAT AND FROCK FROM DOBBS • POSED BY BARBARA DEAN © VOGUE

**W**E advertise our hats in *Vogue* because we are satisfied that it reaches the people who are immediate prospects for our merchandise. The results of this advertising are satisfactory and we shall continue to use this medium. (Signed) Dobbs.

# VOGUE

mobile is the perfection of transportation for a man who owes his profession his dignity," "Big men think big thoughts. Reckless speed, useless noise and clatter are not for them." "Drive an automobile in white kid gloves." "At the Country Club. Arrive in your electric automobile. When you step out you're fit to play."

The members of the Electric Vehicle Bureau, by concentrating their advertising appeal on costs of maintenance and convenience, have done more than sidestep a vexing problem—that problem which arises when the buying market insists that price be the overshadowing consideration. Electric automobile manufacturers have already made concessions to this demand. The Chicago campaign is having the effect of warding off the need of carrying price cutting to the point where it becomes a costly and sometimes ruinous fight for markets.

It is the soft answer that is turning the purchaser's mind away from thoughts of original price to thoughts of value. It is teaching the buyer to get a comprehensive perspective of what makes up the true cost of a car.

### Ferdinand Wagner Makes Change in Milwaukee

Ferdinand Wagner, formerly with the Trade Press Publishing Company and Simmons & Simmons, of Chicago, has left the Burns-Hall Advertising Agency, Milwaukee, to become associated with Hannah-Crawford, Inc., another Milwaukee advertising agency, as director of art.

### Lefax Appoints Advertising Agency

The Lincoln Advertising Service, Inc., New York, has secured the account of Lefax, Inc., Philadelphia, publisher of scientific and technical books and the *Lefax Magazine*. A national magazine advertising campaign will be conducted for the Lefax Loose-Leaf Radio Handbook.

### Paul J. Menke with Toledo Engraver

Paul J. Menke, formerly with The Commercial Art Studio, Detroit, is now in the art department of The Walter S. Miller Company, engraving concern of Toledo, Ohio.

### Made Vice-President of Ferry-Hanly

The Ferry-Hanly Advertising Company, of New Orleans, Kansas City and Chicago, announces the election of Alan R. Martin as vice-president, in charge of Southern sales, with headquarters at New Orleans. Mr. Martin was formerly connected with the Kansas City office, and for the last eighteen months has managed the New Orleans office.

### C. I. Lewis Joins Staff of the "American Fruit Grower"

C. I. Lewis, Northwestern horticulturist, has resigned as assistant general manager of the Oregon Growers Cooperative Association, to accept the position of managing editor of the *American Fruit Grower*, Chicago. Mr. Lewis has been actively interested in the advertising of boxed apples of the Northwest.

### Detroit Agency Changes Name

The Brotherton-Knoble Company, Detroit advertising agency, has changed its name to The Brotherton Company. No change has been made in the officers or personnel of the company. N. T. Brotherton continues as president, W. A. Banks as vice-president, and F. F. McKinney as secretary-treasurer.

### Woodward Organization Opens Detroit Office

John B. Woodward, publishers' representative, of Chicago and New York, has opened an office in Detroit. The Chicago Daily News, the Cleveland Plain Dealer and the Philadelphia North American will be represented by the Detroit office.

### Hardwood Account with Cleveland Agency

The Martin-Barris Company, Cleveland, importer of fine foreign woods and manufacturer of foreign and domestic hardwoods, has placed its account with The John S. King Company, Cleveland advertising agency.

### "The Tribune," South Bend, Issues Sunday Edition

*The Tribune*, South Bend, Ind., which has been issued daily since 1873, published its first Sunday edition on April 30 under the title the South Bend Sunday Tribune.

C. C. Powell, who joined the staff of the *Coast Banker*, San Francisco, last January, has been appointed associate editor, with the duties of assistant to the publisher, and will devote special attention to advertising and circulation.

*Western Banker & Financier*, San Francisco, has been consolidated with the *Coast Banker*.

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## How One Advertising Agency Keeps a Perpetual Survey of the Men's Apparel and Textile Industries

CAREFULLY this agency clips and files, day by day, the "news and ideas" from the DAILY NEWS RECORD.

Thus they add to their own research department the services of more than one thousand DAILY NEWS RECORD men and women, especially trained to collect textile and men's apparel information from every market center in the world.

Little wonder that this agency can answer on a moment's notice what kind of clothing the consumer wants, the trend in the piece goods market, how the jobbers and retailers feel about business, or any of a hundred other equally important questions.

With such an intimate understanding of these important industries literally at their finger tips, the representatives of this agency can really "Say Something" to their clients.

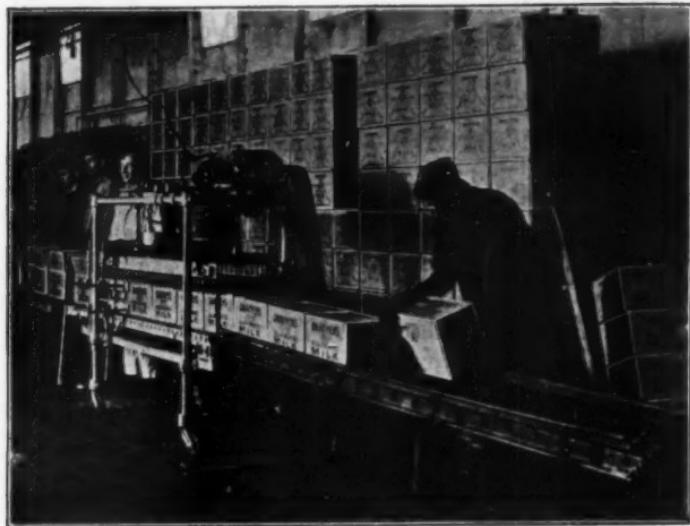
### FAIRCHILD PUBLICATIONS

**Women's Wear**  
*(afternoon)*

**Daily News Record**  
*(morning)*

**Men's Wear and Chicago Apparel Gazette**  
**Fairchild's Directories**

**Main Office—8 East 13th St., New York**



## *Solving the shipping problems of a great new enterprise*

CANNED milk was a new venture for the Dairymen's League. Naturally they studied distribution problems from every angle.

They conducted a thorough, impartial investigation of packing and shipping methods. They made an intensive study of the relative merits of wood and fibre cases. And after considering every factor in the situation — economy, protection, efficiency —

They decided on Gair Solid fibre shipping cases!

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**R**IGID and compact, inexpensive and easily handled, Gair cases have reduced shipping losses and cut packing costs for leading manufacturers in many different industries. Tough and leathery, they stand much more rough handling than wood. No splitting, smashing or spilling of contents.

Gair cases fit their contents exactly, leaving no room for dangerous shifting. They are moisture-proof to a degree far beyond that necessary for normal service. They save storage space, as they are stored flat. Set up in a moment, they are packed and sealed quickly. Their rigidity and strength enable them to be stacked effectively in the warehouse.

At no cost to you, our experts will visit your plant and study your particular packing and shipping problems. Or send us a shipment of your product, and we will return it in a fibre case especially designed and scientifically tested to meet your individual needs.

Gair service covers every essential of modern package merchandising: Folding boxes, Labels, Lithography, Corrugated and Solid fibre shipping cases.

*Send a postal for your copy of the Gair Service Booklet!*

## ROBERT GAIR COMPANY

350 Madison Avenue, New York

CHICAGO . PHILADELPHIA . BOSTON . BUFFALO

Member of  Container Club

**22,500  
Inner Tubes  
Sold in April by one  
Oklahoma City Jobber**

THE R. V. Smith Supply Co., an Oklahoma City accessory jobber, during April sold 22,500 "Buckskin" Inner Tubes to rated small-town garages. Isn't this proof of returning farm market activity?

Isn't it significant also that "Buckskin" advertising has always appeared exclusively in *one* Oklahoma farm paper, *The Oklahoma Farmer-Stockman*?

—And also that the R. V. Smith Co. should again select the *Oklahoma Farmer-Stockman* to introduce a new motor oil to Farmer-Oklahomans, using the fourth cover of the current issue in colors?

*May we submit further  
proof of Leadership?*

**The OKLAHOMA  
FARMER-STOCKMAN**  
CARL WILLIAMS  
Editor

Edgar T. Bell, Adv. Mgr. Oklahoma City

E KATZ SPECIAL ADVERTISING AGENCY  
New York Chicago Kansas City Atlanta San Francisco

# Wilson Brothers Increase Selling Cost to Make Sales Cost Less

Two Men Work in Place of One, But Sales Increase Three Times

By Edward M. Skinner

General Manager, Wilson Brothers

**EDITOR'S NOTE:** Mr. Skinner, as head of perhaps the country's largest firm manufacturing and importing men's furnishing goods, has been in the closest touch with selling problems for more than thirty years. *PRINTERS' INK* readers are already familiar with the pioneer work he did in making the credit man a sales developer rather than a sales restricter. Much interest therefore attaches to the discovery by this progressive house of some things about sales management it admits it should have known years ago—discoveries that were forced upon it by the merchandising difficulties following the war. This article by Mr. Skinner has specific application to the present situation.]

INCREDIBLE as it may seem, the general run of salesmen have not yet got down to good hard earnest working and fighting for business. And right here you can put your finger on a large share of the responsibility for the present state of things.

Part of this disinclination to work and fight may be attributed to the hang-over effects of the war. Some of it is caused by the wholly human desire to get a living with as little effort as possible. But most of it may be directly attributed to lack of real sales management.

These reflections come to me as I think over a conversation I had in New York last week with the head of a big New England manufacturing concern. This gentleman, recognizing the need of making lower prices, said, inasmuch as his manufacturing cost had been reduced to bedrock, that he felt as if he must make a saving in his selling expense. The only way he could see to do this was to cut down on his advertising and reduce the number of his salesmen.

In the light of what we ourselves had learned during the last year I told him the best way to cut down selling cost might be to add to it.

An anomalous statement? Not

according to our experience. We have discovered how to make salesmen really work. In addition we have found that the so-called high selling cost is traceable to insufficient volume. The way to increase volume is to get the salesmen to work and then make sure the selling staff and the advertising outlay are *large enough*, rather than in seeking to cut them down.

When after-the-war conditions forced in upon us the conviction that we would have to reduce our selling cost, we woke up to a really amazing condition. One thing that made our cost too high was that we were paying some salesmen money that they did not earn—money that was produced, at least indirectly, by the efforts of other salesmen.

We had been going along in this good old self-satisfied way for years. What caused us to get next to ourselves was an analysis that showed we were paying entirely too much for our city sales.

#### COMMISSIONS FOR THE OTHER FELLOW'S WORK

The system under which we were working at that time provided that the city should be blocked off into districts, each in charge of a senior salesman who had one assistant. But the seniors got to staying in the house to "take care of" the business as it would arrive and to see that their customers received proper attention when they came in. The juniors on the other hand were outside driving in the business. The seniors were getting the major part of the commission and the juniors were doing the work.

We called a meeting of the junior salesmen and asked them if they could see any good reason why they should not be placed in

charge of their respective districts. Naturally enough they could see none. We asked them if they thought it would be advisable for us to subdivide each city district and place an assistant salesman in charge of the smaller part of it. They unanimously agreed and the plan went into effect. The salesmen and their assistants were paid, as before, on the drawing account and commission basis.

In only a little while things got back just as they were before. The head salesmen were putting in their time directing the affairs of their districts and the assistants were doing the work. Considering the volume of business brought in from each district we were paying entirely too much for it.

Another meeting was called, this time of the head salesmen who before had been the assistants. We asked them whether there was enough business in each of their districts to support two men. They answered in the negative.

"Why then," we asked them, "did you allow us to give each of you an assistant?"

They could not answer.

We readjusted the whole city territory, giving each man charge of a certain district and obliging him to be responsible for all of it. Instead of being in the house to attend to such of his trade as might come that way, he must entrust it to the house sales force. He was perfectly willing to do this when he was assured he would get his regular commission on any sales originating in his district, no matter whether he made the sales personally or the dealers came to the house to order.

In this commission proposition was where all the trouble originated. Under the old system the city salesman thought he must be in the house, otherwise the house salesman would get the commission on sales coming in from his territory. This really amounted to having two men on one job and, as I have just explained, the older of the two got most of the money. It was an antiquated plan and it took wartime conditions to make us realize the folly of it.

The same trouble in a measure was encountered in the outside territories. A retailer would come into the house, let us say, from Ohio. He would perhaps want to buy a considerable amount of pick-up stuff for replenishing his line at the tag end of the season.

"Have you bought your spring stock yet, Mr. Smith?" the house salesman probably would ask him.

"No."

"Then you had better wait over until tomorrow because our spring goods in such and such lines will be on display. You may as well give us your spring order while you are in the house."

If the order were given under such conditions the house salesman got the credit. Manifestly this was unfair to the road salesman who had been "making" Smith's store regularly and who really was responsible for his coming into the house. The road salesman could not be blamed for becoming dissatisfied or perhaps loitering on the job.

#### HOUSE SALESMEN CONTINUE TO GET NOMINAL COMMISSION

This was adjusted by an arrangement whereby each house salesman was given a certain percentage on all the business originating within a prescribed collection of territories. The commission was nominal, but inasmuch as the house salesman took care of the house sales for a collection of territories his compensation in the aggregate was satisfactory. Then, the salesman in the field, knowing that he would get full credit, became active in sending retailers into the house. Every manufacturer knows his most profitable selling comes when retailers will visit the establishment in person and see the entire stock. But the absence of proper commission arrangements had absolutely caused road salesmen to fight against their customers visiting market—an impossible situation from the standpoint of 100 per cent sales efficiency.

Just this morning I happened to see in the house here one of our good Indiana customers with whom I had been acquainted ever

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## Everybody **Knows This Fact**

**When you have something to sell, the more people you talk to the more you sell.**

The 400,000 daily circulation of the Chicago Evening American (500,000 on Saturdays) reaches an adult reader audience of approximately 1,200,000.

Such an audience is worth cultivating anywhere.

In and around Chicago it is particularly worth-while because it is compact and generously responsive to good advertising.

***The more people you talk to the more you sell.***

**CHICAGO EVENING AMERICAN**  
EVENING

since the days when I was credit manager.

"I wasn't expecting to come in for a month or so yet," he told me, "but Blank (mentioning the Indiana salesman's name) thought it would be well for me to see the new goods now while things were a bit slack in the store. Before this he never seemed to think it necessary for me to visit the house."

The reason was apparent.

Blank knew whatever purchases the dealer made would be credited to him in full. The house salesman was glad to take care of him because the more he sold the higher his aggregate commission would be.

The outcome has been an increase in selling efficiency and an all around cordial co-operation that has made the sales volume go up. As it goes up, the pro-rata sales expense has to come down.

Certainty of getting the commission he earns, no matter who makes the direct sale, will cause a salesman to work. Another thing that will inspire him along the same line is having a territory small enough so he can work it intensively. This latter principle, in fact, has caused us actually to add to the personnel of our sales force rather than cut it down, as seems to be the fashion at this time.

One of our best men, in addition to being in charge of the New England territory, had a considerable string of Eastern cities to visit, including New York and Philadelphia. He was producing a big volume and his work was satisfactory. But we called him in and presented a proposition to him something like this:

"Jones, you are doing great work in the East, but you can do better. What do you say if we divide your territory, putting another man in charge in the New York and Philadelphia district and leaving you only New England to work? We think you can sell more goods and make more money under the new arrangement. Don't answer now. Think it over and let us know tomorrow morning."

Next day Jones said he thought

we were right. The change was made. Since that time Jones has been sending in from New England almost twice the volume of business he sent from the entire Eastern territory under the old arrangement. The new man is producing satisfactorily in his district. Therefore we have two men there instead of one and have to pay out just twice as much in expense as we did before. But the volume of sales has tripled. That is the answer.

The same thing has worked out in Western territories. We have more salesmen today than we had a year ago. But we figure our selling cost is less because we are selling more goods.

Also, we increased our general advertising appropriation largely and expended a great deal of extra money in the development of a mail-order department—something which, in the light of our present experience, we see we have been only playing with.

#### COMMISSIONS ON MAIL SALES

One reason our mail-order department always had a rocky road was that the salesmen opposed it for the good and sufficient reason that it interfered, or at least they thought it interfered, with their commissions. And I guess it did in a way.

We recognized this feeling to such an extent that we sent our catalogue only to the smaller towns that it would not pay our salesmen to "make" personally. Anyway, the mail-order department grew to a considerable size entirely through its own efforts.

But now the catalogue, as well as a great amount of miscellaneous direct-mail matter goes to every customer and prospect on Wilson Brothers' list. The catalogue, by the way, has been enlarged and bettered radically. The increase in volume from this source alone has been most encouraging.

There is no room for argument as to the reason. With every salesman on our force enthusiastically favoring the catalogue, our customers in general have become educated into using it to order by mail such goods as they require

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The John W. Journal  
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by building a \$5,500.00  
home and publishing each  
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construction and the  
detailed costs.

# THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and  
San Francisco by O'Mara & Ormsbee, Inc.*

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\$500,000  
*Increase*  
*in 3 Months*  
*Through*  
*Specialized*  
*Advertising in*  
*Business*  
*Papers*

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*(From Letter of Prominent Manufacturer)*

March 23, 1922

Gentlemen:

# # For our part, we have already increased our schedule considerably. # # Our advertising is handled entirely on the budget system, but our returns for the first quarter have been at the rate of HALF A MILLION DOLLARS' INCREASE OVER LAST YEAR'S BUSINESS, and consequently it has been possible for us to take on two new publications, and we are making further plans for the expansion of our advertising right along.

We are USING TRADE PAPERS EXCLUSIVELY this year, although this is not intended to convey dissatisfaction with the general publications which we used last year along with a substantial trade paper schedule.

We are concentrating on trade papers this year for the reason that we propose to develop our markets from now on more or less by class. In other words we are going to aim particularly at our groups of prospects, one or two classes at a time, rather than attempt to cover the whole works with a lot of general publicity.

(Signed)

Advertising Manager

The lesson of this letter is obvious. Today's situation demands wasteless concentration of advertising on real buyers in the papers that have the preferred attention of these buyers.

Ask us anything you want to know about Business Papers or the fields they cover.

A. B. P.

"Member of The Associated Business Papers, Inc.", means proven circulation, PLUS the highest standards in all other departments.

## THE ASSOCIATED BUSINESS PAPERS, INC.

With 125 Member Papers Reaching  
54 Different Fields of Industry

Headquarters, 220 West 42d Street - New York

for fill-in purposes. The salesman is glad to have them do it because it increases his volume and commission. Salesmen even help their customers make up orders out of the catalogue for the customer to send in by mail. Such business counts as much to the salesman as any other kind.

The mail-order department operates on commission just the same as every other division of our selling. And in the equitable arrangement of the commission is the reason for the wholehearted co-operation everybody extends to it.

A retailer comes in from Kansas to buy goods. He is turned over to the house salesman who has Kansas on his list. If he comes from a town visited by our Kansas sales representative the commission on what he buys goes to the latter. But if he is from a town the salesman does not visit, then the commission goes to the mail-order department, because the catalogue is the force that brought him in. The house salesman gets his regular commission in either instance. On all catalogue business originating in cities visited by salesmen the mail-order department gets a commission the same size as that given the house salesman.

We really feel we have solved the whole thing in a happy way. And in the final analysis it will be seen that the primary trouble after all was in the fact that our system of sales management was not of a kind to insure to every man full and exact compensation for the sales he made.

As it is, everybody on the force is glad to make a sale by taking a man's order in his store, sending him into the house or inducing him to use the catalogue. The house salesmen exert themselves to sell goods to such people as come into the house, thus increasing the commission of the traveling salesmen or of the mail-order department, it is true, but also increasing their own. The mail-order department is up on its toes all the time for producing business directly or indirectly, knowing its full share of profit will be given.

In short, our sales department today is actually working—and fighting as well. It has three what might be called opposing elements. Yet each element works as energetically for the others as it does for the house.

This is why we are actually saving money in the operation of our sales and advertising departments, although we are paying out more than we did a year ago. Volume—this is the thing that counts.

### The Parentage of a Slogan

THE DAVIS-SMITH CO.

Boston, April 24, 1922.

*Editor of PRINTERS' INK:*

I was interested in an item in your issue of April 13, signed by L. L. Sallade of the Parent System, Fairmont, W. Va., and headed "Entered as a 'Best Slogan.'"

This related to the use of "19-Plenty-2" as a slogan adopted by the above-mentioned concern and coined by C. M. Parent.

Here is a startling example of the workings of that age-old principle, "Great minds," etc. For, as you will note by the enclosed business greeting card, published by the Davis-Smith Co., we not only originated and copyrighted this idea in 1921 (see our 1921 card, "May the Coming Year be a NINETEEN PLENTY ONE"), but followed it in 1922 with the variation "May the Coming Year be NINETEEN PLENTY, TOO."

And, furthermore, we already have issued a business greeting card for the coming (1923) year with the slogan "May the Coming Year be a Prosperous NINETEEN PLENTY THREE."

I thoroughly agree with Mr. Sallade in his belief that this is the best slogan for 1922 and congratulate his organization upon adopting it.

THE DAVIS-SMITH CO.

C. H. OSBORNE,  
President.

### International Banking Publication from Los Angeles

The International Banker Publishing Company, Los Angeles, will issue in the near future the first number of *International Banker*, a monthly journal devoted to banking and financial news of the world.

Martin B. Dickstein has been appointed advertising director of the new publication.

### A Humorous Magazine for Chicago

The Rural Publishing Company, Chicago, has begun the publication of a humorous magazine, "Si Whiffletree," a magazine that will appear monthly.

1922

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# *Harper's Bazar*

PRICE 50 CENTS

MAY 1922.



THE BRIDES' NUMBER

ONE way in which a magazine may achieve a distinctive individuality of its own is through its covers. Every month Erté paints one of his spectacular designs for the Harper's Bazar cover. Every month the fashionable woman sees an Erté cover beckoning her to the news-stand.

# *Harper's Bazar*



## THE WORLD'S TEXTILE AUTHORITY

New advertisers in TEXTILE WORLD are frequently surprised at the number of inquiries received from foreign countries.

TEXTILE WORLD has paid subscribers in 46 countries outside the United States and Canada.

The size and importance of our domestic textile industry and a recognition of the superior standards attained by American industrial publications, combine to place this paper in the front rank of the world's textile journals.

"Selling To Textile Mills"—  
a booklet—free on request



THE STANDARD ENGRAVING CO., NEW YORK

*Department Store Advertising First Three Months 1922:*

	Inches
Metropolis, 6 days.....	17,606
Times-Union, 6 days.....	4,782
Times-Union, Sundays... 6,564	

(Measurements by DeLaser Bros.,  
Auditors)

*The Jacksonville department stores concentrate in The Metropolis week days and Times-Union Sundays. (The Metropolis has no Sunday edition.)*

## The Florida Metropolis

Florida's Greatest Newspaper

### 27 Important Features

- 1—Associated Press reports in full.
- 2—Newspaper Enterprise Association Service.
- 3—United Press Special Wire.
- 4—International News Service.
- 5—Editorials by Al Harris.
- 6—Unsurpassed Local and State News Report.
- 7—Turning the Pages by Moses Folsom.
- 8—Daily Horoscope.
- 9—News Pictures of every big event.
- 10—Our Daily Prayer.
- 11—Complete Market Reports daily.
- 12—Daily Forecast of U. S. Weather Bureau.
- 13—Special Report from State Legislature.
- 14—Social, Religious and Musical happenings.
- 15—Foreign Comment.
- 16—Editorialettes.
- 17—Metropolis Information Bureau at Washington, D. C.
- 18—World's Sports by Grantland Rice.
- 19—Doings of the Duffs—Cartoons.
- 20—Everett True, the Pest Killer.
- 21—Freckles Cartoons for the Kids.
- 22—Satterfield's Cartoons.
- 23—National Digest.
- 24—Metropolis Daily Magazine Page.
- 25—Bargain Ads of all Jacksonville's Big Stores.
- 26—Want Ad Service that gets results.
- 27—Mutt and Jeff, by Bud Fisher.

*The Metropolis is a Member of the Associated Dailies of Florida, S. N. P. A. and A. N. P. A.*

### E. KATZ SPECIAL ADVERTISING AGENCY

Established 1888

Chicago  
Kansas City

New York

Atlanta  
San Francisco

, 1922

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ALUM

*Editor*  
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# How to Prevent the Mailing List from Becoming a Morgue

Some Plans That Help to Keep the List Up to Date

ALUMINUM GOODS MANUFACTURING CO.  
MANITOWOC, WIS.

*Editor of PRINTERS' INK:*

We have a prospect list of retail merchants aggregating about 40,000 names. There is quite a percentage of this list that we classify as dead timber, and we have under consideration several ways of cutting it down to strictly livable prospects.

Do you think it would be a good plan to write a letter or send a questionnaire to each prospect? Perhaps, from your experience, you can tell us of some way to attain a more efficient list of names than the one we now have.

ALUMINUM GOODS MFG. CO.,  
J. G VAN DEEREN,  
*Sales Dept.*

THE ideal mailing list is in a continual state of evolution. It goes through a constant process of addition and subtraction; new names added, dead names removed. A mailing list suffers from depreciation the same as anything else which is in constant use. Caseless vigil is necessary to keep the structure in good repair.

One cannot sit back, after a period of particularly intense weeding out of undesirables, with the attitude that the job has been finished once and for all. There is nothing that gets out of date more quickly if changes are not made daily. It is generally estimated that there are 4,000 business changes in this country every twenty-four hours. Add to that individual changes of address, deaths, etc., and we have reasons aplenty for understanding why mailing-list work is never finished.

In some lines of business, lists must be completely revamped as frequently as every six months. For example, in the building material field a prospect is, naturally, followed up only while his house is being erected, unless he is a building contractor. Once the man who is building for occupancy has his house finished, his name is worthless to most building-material companies.

However, that represents a

rather exaggerated condition. As a rule mailing-list changes will run from 5 to 30 per cent of the total names, annually.

A list is good just so long as the results it produces are in proper ratio to the cost involved. The first point to keep tab on is the percentage of returns due to incorrect addresses or similar reasons. When this runs over 2 per cent, on the average list that has seen previous use, it is time for attention. One method of checking up on this phase of the list is to print on the mailing envelopes something of this sort:

#### TO THE POSTMASTER

If undeliverable please return after ten days. Postage for return will be paid upon delivery to sender. When returning please check reason for non-delivery. (Sec. 637 and 638 P. L. & R.) Does Not Receive Mail Here..... Dead..... Refused..... Unclaimed..... Removed .....

By calling the postmaster's attention to the rule which obliges him to state why the mail cannot be delivered, and framing questions requiring only a check for answer, it has been found the number of returns supplying the desired information is increased materially.

Another plan is to enlist the assistance which postmasters are legally allowed to render. The postal regulations do not compel postmasters to correct manufacturer's mailing lists. It permits them to do so. They are allowed to make a charge of sixty cents an hour. Some of the largest mail-order houses take advantage of this at regular intervals. One executive who had a list of small-town prospects checked by local postmasters found that 13 per cent of 38,500 names, or 4,989, required revision or cancellation. Only five out of more than a hundred postmasters charged for the service. The total charge was \$3.25. Everybody may not be so fortunate but

there is no more economical method of checking up names and addresses.

After this has been taken care of and the work systematized so that name and address changes are being handled efficiently, the next step is to keep the information appearing on the cards both accurate and up to date. Retailers often make provision on their cards for the customer's name and address, his occupation, credit standing, and in the smaller towns, space is allowed to show whether or not he owns a farm and for "Remarks" where pertinent information of a miscellaneous nature is inserted. Most of the information is obtained by asking customers to fill out blanks when making purchases.

Where the list is confined to names of retailers the card could cover such points as the merchant's commercial rating, bank standing, credit limit, type of store, various lines handled, size of orders previously sold, amount of business expected during current year, condition of store and nature of location. A system of abbreviations and lettering permits keeping all the information on a small standard size card.

Once the cards are properly filled out, and in the case of a list of retailers the data can best be secured by the company salesmen, other plans must be devised for keeping deadwood out of the list and preventing the cards from becoming ancient history. One executive makes it a practice to send small lists of doubtful names to local bankers. It has been his experience that bankers respond readily and intelligently to a request for a list revision—where the size of the compilation is within reason, of course.

An advertiser who is employing several hundred newspapers in his campaign gives his salesmen a list of names which he is to check personally with the advertising or business managers of the papers. The plan is altogether feasible in most any average-size town and has been used successfully by Tobey & Company, Chicago furniture house.

Every so often, despite the utmost care, a list will go dead. Responses to mailings are so small as to make the cost prohibitive. In such cases it is not a bad idea to send a letter asking the recipients whether they want to continue receiving the company's advertising literature. A postcard may be enclosed so that the prospect can reply by merely checking "yes" or "no." A mail-order house which mailed 50,000 letters of this sort to a "dead" list received close to 14,000 replies asking that the names be kept on the mailing list. The others were discarded.

Experience should teach exactly how much money should be spent on each prospect. When the limit is reached the name ought to be dropped. However, there is always a temptation to continue following up a name, after considerable money has been spent on it. That savor of throwing good money after bad and is not the better part of wisdom. Houses that advertise find their copy continues to reach old prospects. If their names are removed from the list the advertising stirs up their interest once more—if they are really logical prospects—and induces them to inquire again, which means they are replaced on the list. Thus a regularly conducted advertising campaign makes an extended follow-up less necessary.

#### CREDIT MANAGER IS CENSOR

To prevent the mailing list from containing names of dealers who could not possibly be customers because they do not possess the required credit standing, Marshall Field & Company do not add a name unless it has been approved by the head of the credit department. He is the official censor of the mailing list. The customer who gets in bad with the credit department is also removed from the list.

Some companies make the number of catalogues mailed to the retailer depend upon the amount of his purchases. A first copy is sent to any merchant asking for it. But he does not receive regular mailings unless he places an order. If his orders are small, catalogues

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NUMBER NINETEEN OF A SERIES

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*What Boston Stores KNOW  
concerning the  
Boston American's*

# Proved value to Advertisers

Eight well known Boston stores recently joined in writing a remarkable advertisement about the remarkable results from advertising in the **BOSTON AMERICAN**.

The stores are T. D. Whitney Co., Linens, founded 1796; O'Neil Larkin Co., Men's Clothiers; The Nettleton Co., Men's Shoes; Arthur Wallace, Men's and Women's Shoes; Reagan Kipp Co., Jewelers; E. B. Horn Co., Jewelers; Morgan's, Furniture; J. P. Collins, Musical Instruments.

*Copy sent on request.*

**A Remarkable 3-cent Evening Newspaper**



Research and Promotion Departments at Service of Advertisers

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are mailed only every other edition or every third edition. Pages may be clipped from the catalogue and sent to the dealer to excite his curiosity and get him to ask for it. All this reduces the amount of printed matter consigned to the waste-paper basket.

Ordinarily, it is advisable to classify the list to indicate those merchants who have and those who have not placed orders. Colored cards or tabs may be used for that purpose. Addressing machines are made so that the operator can skip all stencils that do not show the color or tab called for. This keeps the list in one complete unit and still makes possible special mailings.

The number of colors or tabs employed runs up to several dozen, depending on the classifications desired. Where the company makes a long line of products selling through different outlets it may be necessary to classify the list to show the nature of each store. Prospects may be classified into good, fair, and poor and the same applies to customers. Individual requirements will dictate the necessary subdivisions. Regardless of their number, it is generally best to keep the list as a single unit and allow each classification a different colored card or tab.

The following list of articles appearing in the PRINTERS' INK Publications—Weekly and Monthly—go into the various angles of the subject in detail.—[Ed. PRINTERS' INK.]

*(Printers' Ink Monthly)*

Buying Customers for \$1.50 Apiece; March, 1922; page 13.

When the Credit Man Censors the Mailing List; April, 1921; page 13.

Getting Mailing List Corrections; July, 1920; page 92.

Mailing the Million Edition Catalogue; July, 1920; page 30.

(PRINTERS' INK)

Selling Flowers by the Garden Full; April 20, 1922; page 33.

How Long Should a Mail-Order Inquirer Be Followed Up?; April 14, 1921; page 73.

When the Big List of Prospects Is About Worked Out; February 13, 1919; page 136.

Squeezing All the Business out of Advertising Replies; October 10, 1918; page 8.

Closer Scrutiny of Mailing Lists; February 21, 1918; page 78.

How Valentine Added a National to Its Retail Demand; September 21, 1917; page 18.

Helping the Mailing Piece Reach the Right Department; November 9, 1916; page 38.

The Mailing List as a Source of Waste; July 27, 1916; page 120.

How Ingersoll's Advertising Activities Are Unified; June 15, 1916; page 80. Boiling Down the Mailing List; July 29, 1915; page 59.

Short-Cutting the Handling of Big Lists; July 8, 1915; page 53.

Quality Catalogues That Get Results out of Quality Lists; November 26, 1914; page 37.

### A Boston Street Is Advertised

A campaign to make Boylston Street, Boston, synonymous with Piccadilly, Champs Elysees and Fifth Avenue as a thoroughfare of quality establishments, has been undertaken by the Boylston Street Retail Merchants' Association.

Full page newspaper space is being used in the effort. A recent piece of copy shows Boylston Street, looking west from the Public Gardens from near Arlington Street. The copy is headed "Discovering Quality Street".

"Looks familiar, doesn't it?" the copy says. "Yet you'd recognize Quality Street without the picture. For, in the language of Boston, Quality is only another word for Boylston. In all the world there is only one Boylston Street—just as there is only one Piccadilly, one Princess Street, one Champs Elysees, one Fifth Avenue. Boylston is all of these with Boston refinement and keen sense of values added."

### Chicago Funeral Directors Advertise Co-operatively

Three of Chicago's funeral directors are using newspaper advertising to acquaint the public with their establishments. The copy is changed from time to time, but the advertising is readily recognized by the arrangement in which the names of the co-operators are published. These names are set in three boxes in the lower part of the advertisement. Each director affiliates himself with some particular section of the city, as "North Side," "West Side," and "South Side."

### Harvester Stockholders

The ownership of the preferred and common stock of the International Harvester Corporation is distributed among 17,800 different stockholders.

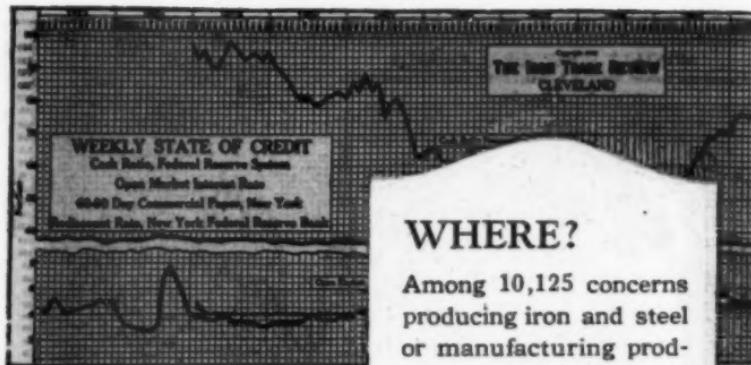
The company is soliciting the co-operation of these stockholders in pushing the sale of its International "Red" speed motor trucks, as well as the rest of its motor-truck line.

Ray V. Warman, formerly general manager of *Export American Industries*, now *Export*, and until recently manager of mail sales for Bonbright & Company, investment bonds, has opened his own office in New York as consulting correspondent.



Arthur Stringer's short story "The Well" is the first of a series which will run in *Cosmopolitan* beginning with the June issue. His most popular novels are "The Wire Tappers" and "The Prairie Wife."

May 11, 1922



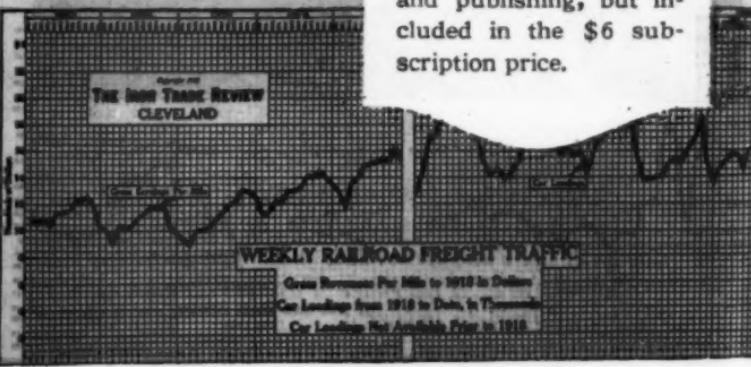
## WHERE?

Among 10,125 concerns producing iron and steel or manufacturing products made wholly or in part of iron or steel.



## TO WHOM?

The chief executive—the man who makes the final decision.



## WHY?

Because it is written for the Big Chief—for example, note *The Business Trend Charts* here reproduced in part, a weekly 4-page service wholly and solely for managers, costing \$25,000 a year for collection, tabulation and publishing, but included in the \$6 subscription price.

**MONTHLY STRUCTURAL AWARDS**  
 Approximate Tonnage Reported By Bridge Builders and Structural Supply  
 For Cost of Heavy Capacity

Under 1922 conditions *the boss buys*. In his top drawer are scores of requisitions and requests from below which are held up because he isn't yet "sold" on the investment. If you want the embargo lifted on your orders, take the precaution of advertising to the Big Chief in

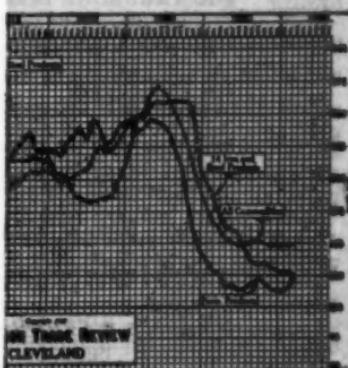
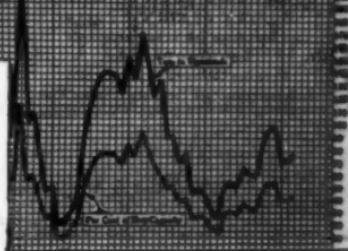
# THE IRON TRADE REVIEW

—a Penton  
Publication

CLEVELAND, U. S. A.

Members

A. B. C.      A. B. P.



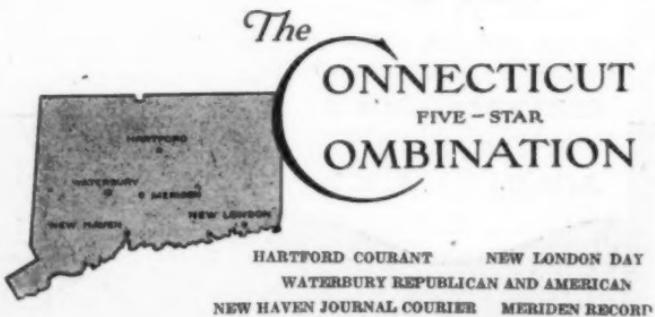
THE IRON TRADE REVIEW  
CLEVELAND

May 11, 1922

*Can you honestly say  
there isn't a cent wasted in  
your advertising campaign?*

**TODAY**, you must take the guess out of advertising—just as we have taken the guess out of newspaper selection in Connecticut. You must cut out the fads and frills, and make advertising PAY.

This can be done in Connecticut by selecting the five principal and most prosperous trading areas, Hartford, New Haven, Waterbury, New London and Meriden, and covering them thoroughly and most economically with



GILMAN, NICOLL & RUTHMAN, Representatives  
Canadian Pacific Bldg. Tremont Bldg. Tribune Bld.  
New York Boston Chicago

# Dealers—and What They Aren't

The Merchants Who Sell Manufacturers' Advertised Products Are More Than "Dealers" in the Eyes of Their Customers

By P. K. Marsh

"ASK your dealer" (or words to that effect) say 60 per cent of magazine advertisements of commodities sold through retail outlets.

Most advertising plans dilate elaborately upon various phases of selling which are rubber-stamped with the labels of "dealer-organization," "dealer-response," "dealer-support," dealer-thi s, dealer-that and dealer-the-other-thing.

From reading or hearing a series of such discussions a visitor from Mars would inevitably get the impression that a "dealer" was a mechanical cam or other wholly automatic device operating in strict accordance with mechanical laws. Little or nothing suggests that such a thing as the human equation enters in.

Of course I know in a vague, loose way what the term "dealer" means to me, but, in order to discover what it signifies to the advertising world at large, I went to the trouble of checking a recent issue of a certain magazine for all dealer references. The result leaves me, if anything, a little more confused than before.

By analysis I find that a "dealer" is someone or something selling auto parts, baby garments, bacon, candy, canoes, carbon paper, casters, furnaces, gasoline pumps, girls' hats, golf clubs, knit jackets, men's shirts, motor oils, musical instruments, paint, pipe tobacco, raincoats, ready-made suits, scales, self-renewing pencils, shoes, soft-drink extracts, stoves and ranges, underwear, vacuum bottles, vacuum sweepers, varnish.

All of these advertisers instruct me to go for their commodities to one and the same place, "my dealer"—and I'm frank to say that I do not know of a single retail establishment in my particular metropolis that sells any

such diversified group of articles as gasoline pumps, girls' hats, furnaces and musical instruments. One shoe manufacturer takes the trouble of mystifying me still further by implying a distinction between "stores" and "dealers." His exact instructions are "visit your local Blank store or dealer."

My wife and I buy a considerably diversified range of commodities, large and small, and yet I cannot bring to mind a single individual whom we ever think of as a "dealer" without some modifying prefix or explanation—nor have I ever heard the bare term used by any layman.

## MORE THAN DEALERS

I grant that a man may be a *news-dealer* or an *implement* dealer or a *hardware* dealer, but that is a quite different kettle of fish from terming him a dealer.

For instance, Frank Smith—who has sold me shoes ever since short-trousers days—isn't a "dealer" but a mighty shrewd shoe-merchant.

Greentree & Wendell, from whom I buy my hats, shirts, ties and underwear (largely advertised brands, by the way), aren't dealers—they are proprietors of a prosperous shop and there's nothing mechanical in their make-up.

Pollard, my tailor, isn't a dealer, nor is Hellman, our druggist, whose store has been on the same corner for a quarter-century, nor is Winterbottom, our grocer, nor are Tom and Don, the two self-reliant youths who profit by our tire repairs and purchases, nor are any of the establishments at which my wife buys her feminine fineries and necessities.

If any advertiser hopes to make me think of any of these men when he uses the term "dealer," he is certain to be disappointed.

Each of these men is a distinct and not-to-be-confused individual.

I think of him as Greentree or Smith or Hellman, as the case may be—and not as an automatic cog in a more or less systematized mechanism for distributing manufactured articles. To me he isn't a dealer but he is specifically a men's furnisher, a shoe merchant or a druggist.

From his own point of view each is first and foremost a merchant, a proprietor in business himself and it is a secondary matter to him that he is also a potential cog in some manufacturer's machine. It means nothing to any one of them that he is a green or pink card in a manufacturer's prospect file.

I can't escape the sneaking suspicion that many a selling and advertising plan fails because it is planned to sell a market which doesn't exist—it is organized to sell an indefinite something termed a "dealer" instead of being aimed at retail business men.

#### TALK THAT WON'T HIT THE MARK

If you are inclined to doubt that this mistake is made, read the advertising which appears in "dealer-publications." See if you can't detect time and time again a tone and a manner of expression that says unmistakably, "The author of this effusion isn't thinking of you, Mr. Reader, as a flesh-and-blood, decidedly human combination of emotions, desires, frailties, ambitions, prides, self-reliance, whims and contradictions but regards you only as a mechanical material-handling device intended to deliver his product to its ultimate user. You're only a dealer, darn you—now limber up and function as I press the advertising button! Look lively, now—look lively!"

This kind of copy will not even mildly excite a merchant except when it succeeds in antagonizing him.

The advertisers who are using it are those who, in a few months, will again be complaining bitterly, "Doing anything with dealers in our line is hopeless. They'd

rather avoid a profit than take it. There's no use spending money on them—the only thing to do is to make the users want our stuff and force their dealers to deliver it."

The same advertiser will often be writing his consumer-copy so that it carries a red-blooded appeal. It will coax many a man and woman to a counter. And then Mr. Able Merchant, reinforced by friendly acquaintanceship, local standing and eye-to-eye contact, will proceed to convert that budding interest into a tinkle on the cash register that will never be heard in the advertiser's factory.

A mechanical automaton such as a "dealer" might not be able to accomplish that transformation, but any merchant worth having to represent you in a locality can do it. And he won't exhibit any noticeable signs of fatigue when the task is accomplished. Of course he doesn't like to be called upon to do it too often in any one day, because it takes up valuable time, but he does do it when necessity calls.

Recognize that he is a self-reliant human being rather than a push-button automaton and half the difficulties in planning sales-campaigns and writing copy to him is eliminated. If he's a real merchant—and that's the kind you want—there are plenty of ways to appeal to him and plenty of ways to make us think of him when we read your advertising.

First, let's go back to that magazine and find out how some of the 40 per cent who dodged the use of the word "dealer" worded that portion of their message.

Marathon Belts instruct us to look in "good stores that sell men's and boys' things." Simons Chains specify "jewelers." Rat-Bis-Kit is equally specific with "drug or general stores." Stetson (in this issue, at least) monopolizes "hatters," in striking contrast to all the other hat-makers who are content to let "dealers" show you their wares.

Locktite Tobacco Pouches give a full measure of helpfulness by

# MORE *about long life*

**A newspaper is "dead" within twenty-four hours.**

**A topical magazine is out of date with its next issue.**

**A fashion magazine lives only as long as its styles.**

**A fiction magazine lives until it is actually worn out.**

*"Men come and go, but the tales of the story-teller are the undying fires that light the way."*

## Fiction Perpetuates Advertising

Give life  
to your advertising—  
use media  
that live.

## The ALL-FICTION FIELD

280 Broadway, N. Y. City  
1152 Peoples Gas Bldg., Chicago

Adventure	Munsey's
Ainslee's	Peoples
Argosy—	Popular
All-Story	Short
Detective	Stories
Story	Top Notch
Everybody's	Western
Love Story	Story

*The Field of  
Greatest Yield*

listing "cigar, drug, department and leather-goods stores." Zatek appetizingly refers you to "candy-counters," which is parallel to the "next cigar counter" of Girard Cigars. Horlick's Malted Milk is sold "at fountains." Jersey Corn Flakes use the obvious phrase "grocer"—yet this is the only direct reference to that ubiquitous retailer which I found in the whole issue.

Gruen Watches employ the ambitious title "Chartered Agencies," but are careful to say also "at the best jewelry stores." Weyerhauser Forest Products avoid the "dealer" phraseology but use an equally vague phrasing of "established trade channels." Collins Photographic Mountings are very definite in their statement "Go to a professional photographer." Trex Air Valves advise you to see "your garage man"—a simple direction which most motor-owning readers can instantly visualize.

Of all classes of retail establishments those specifically mentioned most frequently are drug stores and hardware stores with sporting goods stores running a surprisingly close third when their fewer numbers are taken into consideration. My search in that particular issue rather surprisingly failed to disclose a single mention of butchers.

It can hardly be argued that the tie-up between the advertisement on the one hand and the merchandise and readers in Chicago or Chillicothe on the other is closer and easier in all but one of these examples than in any advertisement which employs the loose generality of "dealer" and compels the reader to make the decision as to what type of retailer is meant.

Similarly in advertisements talking to the retail merchant, it is possible to be equally direct in the message. Certain appeals are direct and definite.

First, there is quality—don't let anyone tell you that the retail merchant isn't interested in quality, at least so long as he is interested in staying in business. If he is in a small town, his cus-

tomers are also his friends and he can't risk that social intimacy on shoddy merchandise. If he is in a big city, he knows how almighty easy it is for a dissatisfied customer to nurse a silent grouch and thereafter patronize a competitor in the next block. And whether in small town or big city he doesn't relish knocks, adjustments and refunds and he particularly wants to avoid arguments in his place of business which will alarm other shoppers. So if you can convincingly demonstrate quality, it is worth the effort—mere claims won't interest him.

Second, there is profit and turnover, topics approachable from a variety of effective angles, if the margin offered is worthwhile.

Third, there is direct local assistance and store-helps if anything of this kind is included in the sales-plan.

Fourth, there is appreciation of his troubles and problems—you can rarely offend a man by talking shop if it is his shop you are talking.

Fifth, there is national advertising and the prestige of the brand—everything else being, in his opinion, equal, he prefers the well-known article because it saves his time and his clerks' time in selling (this is his chief selfish interest in consumer advertising) and because, in some instances, it may possibly lend some prestige to his store.

These are by no means all the appeals which could be listed here, but, even if his agency or advertising manager were restricted to these five major themes to develop and elaborate, it ought to be simple for any advertiser, provided his product is right and is properly priced for merchant and ultimate user, to have prepared twelve or fifty-two worth-while and effective pieces of merchant-copy.

However, he should be careful to tell the person whom he selects to write the copy that there isn't a "dealer" in the audience—that they are all merchants, business men and human beings.

# WHAT

## *becomes of the Advertising Managers?*

Every sizable business needs one high executive who has come up thru the school of advertising experience. It gives the thoughtful man a sensitiveness to the pulse of public opinion — a strategic ability in handling market policies — which make for faster, surer progress.

But where are the presidents, vice-presidents, directors, who were once advertising managers? Count 'em. Why is it so few rise high—from so large a group of able, educated men? I think I know —from my experience as an assistant advertising manager back in 1907—and from 14 years' observation as an agent.

Nearly every advertising manager is too much a "doer" and too little a "thinker" or "planner." He lives in and becomes wedded to an atmosphere of layouts, pictures, type, phrasing, proofreading, circulation, position. He thinks of himself as an advertising man instead of an executive in the soap business. He permits himself to be loaded with de-

tails, gets tied to his desk, finally building his own pigeon-hole where he sticks.

Perhaps you are an advertising manager slowly pigeonholing yourself—forced to get your information of your market secondhand instead of getting acquainted with the trade—tied to detail work by lack of agency support. If so, we have an interesting story to tell you, help to offer you that will give you time to think, to concentrate, to grow. Part of it is

### *The Hoops Method of Constructing Advertising*

We have never explained this method without securing instant appreciation of its soundness, helpfulness. It makes the purpose of advertising, the things which must go into advertising, so clear to all executives. It keeps us, as your agency, working constantly in the desired direction. It stops a lot of silly suggestions before they get started. And it gives a real advertising manager time to think, to manage, to keep out of a pigeon-hole. Wouldn't you like to know about this?

WALTER W. HOOPS

# HOOPS

ADVERTISING COMPANY · EST · 1908

Charter Member—American Association  
of Advertising Agencies

9 EAST HURON ST.

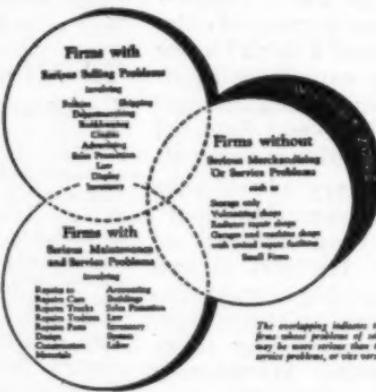


National Outdoor Advertising Bureau  
Audit Bureau of Circulations

C H I C A G O

## THE AUTOMOTIVE MARKET

**THE AUTOMOTIVE MARKET**



group the 66,000 known dealers according to their chief trade functions so that his plans may include only those who can properly aid in the distribution of his product. This subdivision puts the dealers into three general classifications:

1. Firms with selling or merchandising problems;
2. Firms with service or maintenance problems;
3. Firms with neither selling nor service problems.

Except in respect to the third group, this list does not

*The Three  
General  
Classifications*

*The following extract is from Chapter 3 ("Analyzing the Automotive Dealer") from "THE AUTOMOTIVE MARKET," a survey of the automotive field and its merchandising problems. This book, 11 x 14, leather bound, is for the use of executives only. If interested, write our nearest office.*

In order for the automotive manufacturer to make an intelligent analysis of his market, it is necessary to group 66,000 known dealers according to their chief trade actions so that his plans may include only those who can properly aid in the distribution of his product. This subdivision of the dealers into three general classifications:

Firms with selling or merchandising problems;

Firms with service or maintenance problems;

Firms with neither selling nor service problems.

It is well here to point out that there is no sharply defined line of demarcation between those firms with service problems and those with selling problems, for very often both actions overlap to such an extent as to make it difficult to

say which is the more important of the two. Certainly, the car, truck or tractor distributor must take as keen an interest in service as in selling, for he is coming to depend more and more upon the former for his volume of the latter.

Selling automotive products is a wholly different problem from that of retailing groceries, tobacco, clothing and general merchandise. The dealer cannot simply open a store or display room and let the trade drift in. He has to go out and get it, or in some other way provide the initial momentum that will send prospective buyers into his place of business. And with his objective reached he has yet to face the still more difficult task of making the sale, and beyond that the unremitting obligation of keeping the product in service and the customer satisfied.

## THE CLASS JOURNAL COMPANY

NEW YORK  
U. P. C. Bldg.  
PHILADELPHIA  
Widener Bldg.  
DETROIT  
517 Fort St., West

CHICAGO  
Mallers Bldg.  
CLEVELAND  
Guardian Bldg.  
MILWAUKEE  
Colby-Abbott Bldg.

BOSTON  
185 Devonshire St.  
BUFFALO  
18 Woodward Ave.  
INDIANAPOLIS  
1212 Merchants' Bank Bldg.

*Publishers of AUTOMOTIVE INDUSTRIES, MOTOR WORLD, MOTOR AGE, COMMERCIAL VEHICLE, EL AUTOMOVIL AMERICANO, MOTOR BOAT, DISTRIBUTION & WAREHOUSING, THE TIRE RATE BOOK*

## There are printers— and printers

Sometimes a customer is at a loss to understand a wide variation in the estimates of two printers on a specified piece of work.

The man who figures a job below a fair market price is usually trying to see what he can get out of it.

The other man, with the customer's interests really at heart, is chiefly concerned with what he can put into it.

CHARLES FRANCIS PRESS

Printing Crafts Building • Telephone Longacre 2320  
461 Eighth Avenue, New York City

# Putting the Headline through Odd Paces

When Necessary Hand-Drawn Lettering Can Be Made to Answer to the Ringmaster's Whip and Do Exceptional Tricks

By a Commercial Art Manager

**H**EADLINES in advertising belong to many families and classifications, from the quiet, conservative, modest display, that does not attempt to separate itself from surrounding material, and remains discreetly in place, to the energetic, animated, altogether active display line, calculated to compel attention.

The selection of each style is, of course, dependent upon the character of the message. That headlines are important is evidenced by the amount of study concentrated upon them by newspapers. Many concede that reader interest in the body of the story depends in no small degree upon the power of the headline to lead the reader's eye and mind downward to what follows.

And in this work action is a great help.

The copy writer can lend a helpful hand by originating words that have pictorial value, thoughts that radiate energy. The letterer is more successful when his material is, in itself, striking and unusual.

It was desired, in a recent newspaper advertisement, to suggest the thought of a quick get-away, the jazzy motor, first out of the traffic line. This entire story was successfully suggested by one word, elaborated as only the letterer can do it, when he is in the proper mood. There were seven animated Z's, starting, at the left, with a very tiny one—a mere dot against the white space, and gradually growing larger, with dashes between, until the line came to a climax with the one word "Zip!" and an exclamation point.

Because of the peculiarity of the idea and its arrangement, the letters literally roared across the white surface of the paper. There

was mad speed in them. It was a headline all go and hustle and life, carrying out in a powerful way the substance of the message. Mere words, a happy phrase conventionally typed, could not provide this appeal to the eye.

More attention paid to the possibilities of the drawn headline would bring about an increased reader attraction to them. Some become fixed adherents of the simplest of type compositions and claim that it is scarcely ethical to tamper with legibility. But illustrative headlines, in the sense that hand-drawn letters take on peculiar qualities of motion and significance, can be thoroughly readable at the same time.

#### SANTA FE HEADLINES DO TRICKS

The Santa Fe Railroad, always a believer in headlines that are off the beaten trail, is carrying the plan still farther, devoting no less than one-half of the total space to drawn lettering, grotesque at times, skilfully woven with the trade-mark, and always possessing the power to compel attention. The word "Excursions" will be so distorted, although legible, that a long prong of the X will reach upward into white space, terminate in an arrow-point, and, in turn, call attention to some other brief hand-lettered paragraph.

The one great objection to these fancy forms of headlines has been on the single score of readability. "Too much flourish means an insult to the eye," is the frequent claim. "Legibility first, and individuality of form last. If people can't read what you say, why say it at all?"

True. But the two can attain a successful blend. Mere eccentricity of letter forms should be avoided. The basic idea goes

further than putting on an extra curl or tail or twist to letters. The mere weight of a drawn word, its tilt, its placing, can to a large extent regulate the feeling of that word.

We would term cleverness in headline making, the case of the words "Dripping Wet," used in connection with rubber boots. Each individual letter was slanted a trifle and with drops of water falling from them. The effect was to animate the two words. They not only spoke the message, but illustrated it. It was a small added feature, accomplished by a few strokes of the pen, but it made all the difference in the world, in the matter of eye-attraction. Those two words caught the eye first.

It seems to be possible to give letters an individuality to fit the idea of the statement.

And they are very much stronger when this is done, as can be readily understood.

There has come into general use a form of script lettering that has its usages, and its invaluable place in putting across an idea, a special emphasis. Perhaps this is because handwriting is more intimate, more personal, than type or deviations of the more rigid and unbending styles.

Artists have found a way of blending type faces with the freedom of script. It is writing, long-hand, given a certain amount of continuity of form, simplified.

Repetition of a headline, is, of course, a factor in establishing attention, but even here it is necessary to surround any given and set phrase with some art

form that will assist in rapid identification. The "Save the Surface and You Save All" slogan would perhaps not have so speedily established itself had it not been for the illustrative quality of its display. It is an interesting fact concerning this slogan that while it may be small, placed in some obscure corner of a large advertisement, it still refuses to be hidden.

Current advertising for Alpha Cement uses the wording, "See the Local Dealer" as a running theme. It is done because, after all, the dealer is the big issue. He must be protected. If a dealer thinks that the consumer can obtain cement direct from the manufacturer, he becomes distrustful. The Alpha phrase is enclosed in a white mortised panel and is thrown arbitrarily across every illustration, well to the top.

A sort of standard headline for The U. S. Gutta Percha Paint Company, employed for many years, reads: "Barreled Sunlight." Now, if

these words are simply lettered in the usual style, they are not dramatic. There is nothing about them, aside from the unusual character of the statement, to attract any reader's eye.

However, when they are emblazoned upon the outline of a barrel, with radiating flashes of light, they immediately become important, attention-compelling, a dominant feature of any display. It is just such subtleties as this that show what can be done with headlines.

The word "Eventually" would never have become so popular in Gold Medal advertising if the

**Lowest  
in years**

**summer**

**excursions**

**to**

**Grand Canyon**  
*National Park*

**California**

**Colorado**

**Santa Fe and Las Vegas**  
*New Mexico*

Sale dates: To California, May 15 to September 30. To other points June 1 to September 30.  
Return limit October 31, 1922.  
Stop overs in both directions.  
Fred Harvey meals "all the way."  
First and Second Class Passengers will receive  
Grand Canyon tickets and the return  
from the Grand Canyon to the point of departure.  
N. P. & C. & S. P. R. R.  
1922 Grand Canyon tickets  
GRAND CANYON LINE

**GRAND CANYON LINE**

ORIGINALITY HAS BECOME A HABIT  
IN SANTA FE ADVERTISING

## The men who buy, read



**A McGraw-Hill Publication**

McGraw-Hill Company, Inc., Tenth Ave. at 36<sup>th</sup> St., New York.

expedient had not been employed of writing it out in bold script, on a pronounced slant, with a double emphasis secured by using the tail of the Y for underscoring purposes.

The mistake is often made of thinking that the heavier the letter the more emphasis is secured for it.

Where the body of the advertisement is composed of blacks, a shaded Ben Day letter, in gray,

to say later on. Something in the way of saying it, something in the selection of words and thoughts and the placing of emphasis, leads into the main discourse.

The headline of the advertisement occupies this position. Therefore it is highly important.

### U. S. Chamber of Commerce Meets This Month

The tenth annual meeting of the Chamber of Commerce of the United States, composed of 1,400 business organizations located throughout the country, will be held in Washington, D. C., May 15 to 18. Among the speakers at the general sessions will be: Joseph H. Defrees, president of the Chamber; J. R. Howard, president of the American Farm Bureau Federation, "Effect of the European Situation on American Agriculture"; A. D. Lasker, chairman of the United States Shipping Board, and Dwight W. Morrow, J. P. Morgan & Co., "Effect of the Payment of Principal or Interest of the Allied Debt to the United States upon United States Exports and the Home Market."

### Advertises Steel Windows for the Home

The David Lupton's Sons Company, Philadelphia, is using newspaper space to suggest to home builders the use of steel windows in place of the wooden frames generally used. The features of the steel frame over wood are played up, and an illustration is given. This concern heretofore confined its advertising mostly to trade journals.

### Advertising Technical Books

The Technical Book Co., New York, has appointed The Sebring-Oseasohn Co., Inc., advertising agency of New York, to handle an advertising campaign in large-city newspapers, radio publications and in several magazines in the mechanical field.

### Utah Has a New Daily

The *Daily Herald* is a new publication of Provo, Utah. It is an outgrowth of the *Tri-Weekly Herald* and will have the same management.

The J. H. Bordeaux Company, West Springfield, Mass., has added Will D. Hilton to its staff. He will take charge of the company's art department. John G. Bristol, Buffalo, N. Y., has also joined the company.

George O. Smith has resigned his connection with Sears, Roebuck & Company, to join the advertising department of The Better Tires Company, Chicago, mail-order jobbers of tires and accessories.

**On the left—notice the small quantity of ink held by a rubber sec fountain pen.**

**On the right—see the vastly greater quantity held by a Dunn-Pen of the same size!**

The explanation is that the Dunn-Pen, having no rubber sec, has several times more room for ink. Even the plunger of the Little Red Pump-Handle is hollow and holds ink.

The Dunn-Pen can't leak. It won't clog, flood, sputter nor stutter. It has only four major parts —no valves to stick—or springs to break.

There's a Dunn-Pen to suit every writing hand—12.75 up.

THE DUNN-PEN COMPANY, 39 MADISON AVT., NEW YORK

THE HEADLINE STAGES A DEMONSTRATION

will "stand out." Its very contrast will make it important.

In a series for Eveready Flashlights, a main headline has been used entirely across the top of every display. A side-panel carries a picture of the flash, with a brilliant ray of light coming from it. Cutting into this ray of light there has been placed a black panel with small white lettering. It is a caption considerably smaller than the headline, but the very fact that the eye follows the flash of light tends to make it more conspicuous than the emphatic display above.

We often hear the remark that the opening lines of a speaker have much to do with acceptance by the audience of what he has

*April, 1922, Figures Compared With  
April, 1921, Figures Show That*

# THE ST. LOUIS STAR

(Daily Only)

## GAINED

*In Circulation..... 6,007 Net Paid*  
(Daily Average)

## GAINED

*In Local Advertising..... 56,535 Lines*  
Both other St. Louis Afternoon Newspapers LOST

## GAINED

*In Total Display Advertising..... 52,974 Lines*  
Both other St. Louis Afternoon Newspapers LOST

## GAINED

*In Total Paid Advertising..... 25,419 Lines*  
Both other St. Louis Afternoon Newspapers LOST

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Above comparisons refer to daily editions only, for the reason that the first edition of The Sunday Star was not published until June 26, 1921.

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Average circulation of The Daily and Sunday Star for April, 1922, 109,607 net paid.

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National Advertising Representatives

## STORY, BROOKS & FINLEY

New York

Chicago

Philadelphia

Los Angeles

San Francisco

*don't say "Paper"—say "STAR"*

Trade Mark Registered



## The HERMIT

*A hermit may be a satisfied customer, but he never tells anybody*

**A**DVERTISE to an Elk, and if your product is right, you have started a campaign of goodwill that is immeasurable in its influence.

What is it worth to you to have 850,000 men who are the contact men in business, not only buying, but praising your product? Elks are the contact men of business.

They will multiply the effectiveness of your



## IT and the ELK

printed word in the new Elks Magazine, by the great force of word of mouth advertising.

850,000 friends and spokesmen for your product!

Advertise to Elks—not to hermits.

### *The Elks* Magazine

"850,000 Voluntarily Subscribed For"  
50 East 42nd Street, New York City

Telephone Vanderbilt 8757

EASTERN OFFICE: Rufus French, Inc., New York  
NEW ENGLAND OFFICE: Charles Dury—J. Walter Cameron, Boston  
WESTERN OFFICE: Archer A. King, Inc., Chicago  
PACIFIC COAST OFFICE: A. J. Norris Hill, San Francisco

## In Detroit Selling Records Are Being Made

**S**CORES of Detroit manufacturing plants and retail institutions are reporting that April was a record-breaker in sales made, and dollars earned. Thousands of men are being re-hired in the great plants for which America's Fourth City is famous. Steam shovels are busy scooping out earth to make room for building foundations—unemployment is at an end.

In all this rising tide of business The Detroit Free Press is playing a most important part. Its advertising columns provide a direct, efficient and effective route to the hearts and pocketbooks of Detroit's buying power—to the homes of every type of prosperous worker, salaried employee, executive, business man and woman—people upon whom the advertiser can depend for returns, with certainty and surety.

There is a share of Detroit's "big business" waiting for you through Free Press columns.

## The Detroit Free Press

*"Advertised By Its Achievements"*

VERREE & CONKLIN, Inc.  
Foreign Representatives

New York    Chicago    Detroit    San Francisco

## New "Gas" Station Established by Advertising

An Oklahoma Idea That May Be Copied Almost Anywhere

FROM side-line products, gasoline and motor oils have come within a remarkably short time to a position where they command distribution channels created especially for them—the oil and gasoline filling or service stations. It was not even ten years ago that gasoline and oil were only side lines for the garage and were to be had at the garage alone. The total number of service stations, some selling automobile accessories as side lines, others keeping only gasoline, oil, grease, air and water, ranks now with drug stores, shoe stores and cigar stores.

The filling or service station has a place that is just as definite as these three-named retail outlets. The advertising problems of these outlets have been considered and acted upon from every conceivable angle by national advertisers and by the merchants themselves. But the amount of advertising done by oil distributors for service stations and by operators of service stations and the consideration given advertising for service stations is negligible.

In Oklahoma, an oil company, the Marland Refining Company of Ponca City, has endeavored to make the advertising of service stations an integral part of its marketing scheme. This company operates its own stations in a number of Oklahoma cities and towns. In February it started a newspaper advertising campaign in Enid. It had planned to establish a service station in that city, and felt that because of this fact it could better test advertising in that city than it could in any city or town where it has already established itself.

For an entire week before the opening of this new service station a representative of the company canvassed the city, inviting automobile owners to the opening. Display advertising in the two

daily newspapers of the city started three days before the opening in quarter-page space, which size was increased the day before the opening.

The copy used in this advertising was an invitation to all motorists to try out the company's service and be rewarded with a half-gallon can of oil free of charge during a three-day opening. A picture of the new service station and the trade-mark of the company received much space in the copy.

Other copy advertised the fact that on the third day of the opening of this first service station a second station would be opened. This third day was a Saturday. On that Saturday this second service station made, the company believes, a world record in the amount of gasoline sold by a one-pump station.

From six-thirty in the morning until nine-thirty in the evening at this station an average of 4.6 gallons of gasoline were sold through its one pump every minute. The total number of gallons sold during the day was 4,236.

One man operated the handle of the pump, another the nozzle, while several others gave other services, such as oil, water and air. No time was lost for starting cars; two men pushed them off, so that another could be filling while the one just filled was being started.

From the standpoint of advertising, good-will of motorists; enthusiasm of Marland representatives in Enid, the company considers the value of this opening as many times the cost. A thousand consumers sampled the company's products and service the first day. A thousand cars were equipped with lithographed Marland Motor Oil cans containing a half-gallon of oil for emergency use as happy reminders.

These motorists are not being

allowed to forget these stations. Every week they read another advertisement that gives them correct lubrication advice, reminds them of the unusual points of service, keeps the name and trademark constantly before them. From time to time the motorists of the county get folders and letters about Marland products and service.

This plan of advertising is being extended so that it covers other cities in which the company has stations.

### An Editor's Opinion on Advertising

In an editorial in *Judge*, on advertising, William Allen White says:

"Advertising is the genie which is transforming America into a place of comfort, luxury and ease for the millions. Advertising in the last twenty years has changed the economic status of at least one-fifth, and probably one-fourth, of our people; raising them from a lower to a higher standard, increasing their wants; and, by increasing their wants, increasing their ambitions, and hence their capacities and also their purchasing power. Advertising is the Archimedean lever that is moving the world. If the things were done in another and elder age that advertising is doing now, a whole mythology would gather about it, and we should witness the birth of a young god—powerful, restless, indomitable and wise, dominating. He would flash in the sylvan glades of the want advertisements and disport himself in the sunny whiteness of the department stores' wide space. But what a god he would be! How beneficent, how omniscient, how powerful!"

### Advertising Helps Philadelphia Clean-Up

The Department of Public Works, the Bureau of Highways, and the Division of Street Cleaning of Philadelphia took advantage of newspaper display advertising to announce the city's "Clean-Up" week.

The Philadelphia Milk Exchange ran a hundred-line illustration of a milk bottle, with text within which urged the housewife to return its empty bottles.

Supplee-Willis-Jones, another milk company, also used large display to request the co-operation of its customers in preventing unnecessary waste and expense by returning to the company any bottles in their possession.

### American Legion Advertising Men to Hold Dance

The Advertising Men's Post, New York, of the American Legion, will hold a "Radio Ball" at the Hotel Pennsylvania on May 19.

### Comments on National Warehousemen's Advertising

In commenting on the proposed advertising campaign of the National Furniture Warehousemen's Association, news of which has been given in a previous issue of *PRINTERS' INK*, Richard Spillane in the *Philadelphia Public Ledger* says:

"Either from observation or from experience Benjamin Franklin once remarked that 'three removes are worse than one fire.' The members of the National Furniture Warehousemen's Association do not challenge the correctness of Poor Richard's statement as applied to his time, but they say it is not true today and, to convince the public, they are planning to spend \$100,000 or \$200,000 in a campaign of national advertising.

"Epigrams stick in the mind. Because of this fact many families have a holy horror of turning their household goods over to the truckmen. There is said to be more furniture laid away in basements of apartment houses than in all the storage warehouses of America. By dampness and other causes stuff in basements suffers damage and deterioration.

"The warehousemen want to educate the people to use the warehouse as it should be used. They propose to acquaint the people with the scientific development to which the packing and handling of household goods have been brought, the care in which the movers transport the stuff and the service given in the warehouse.

"They have a good story to tell. They have no illusions as to what they have to overcome in getting Franklin's idea out of the minds of the multitude, but they can do it with printers' ink if they use it intelligently."

### 1922 Looks Good to Victor Talking Machine

Eldridge R. Johnson, president of the Victor Talking Machine Company in an address to the stockholders of the company at a meeting held on April 28 said:

"Prospects of a large volume of output for 1922 by the Victor Talking Machine Company are good. The volume of output maintained is almost identical with that of 1920, our best previous year.

"Production was somewhat curtailed in the summer months of 1921, but that period was followed by a fall season in which demands of the trade could scarcely be met by overtime work."

### Two New Accounts for Buffalo Agency

The Taber Pump Co., builder of rotary and centrifugal pumps, and the John E. Smith's Sons Co., manufacturer of butchers' and packers' supplies and restaurant equipment, have placed their accounts with Walz-Weinstock, Inc., advertising agency, Buffalo.

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## Utley Paints-And The New Orleans States

The 1921 campaign of the Utley Paint Company, New Orleans paint and varnish makers, did not appear in the New Orleans States.

But in 1922 the Utley Paint Company chose to use the States exclusively for its campaign, adopting a schedule of one-thousand-line copy every week for 52 weeks.

At this writing, the campaign has been in progress less than two months, but results already have been so definite that in a letter from the Utley Paint Company we are told:

"It is very gratifying to be able to report to you that we are having wonderful results from our exclusive advertising campaign carried on in your paper. I am frank to tell you that we are having results much beyond any that I had anticipated."

"As you know, I have carried on some considerable advertising campaigns in the past, but never have I received such favorable comment and so much direct results from the campaign as I am now receiving from our campaign carried in the States."

The letter was signed by W. B. Utley, president of the company.

## NEW ORLEANS STATES

*Every Afternoon and Sunday Morning*

Established 1879

ROBERT EWING, Publisher

Representatives: S. C. BECKWITH SPECIAL AGENCY, World Bldg., New York.  
JOHN M. BRANHAM COMPANY, Mallers Bldg., Chicago.

# A. N. A. Holds Semi-Annual Meeting in Chicago

National Advertisers Study Closer Co-ordination of Selling Activities

RECENT advances in marketing developments and the closer co-ordination of selling activities were the outstanding topics discussed at the semi-annual meeting of the Association of National Advertisers, held at the Drake Hotel, Chicago, May 3, 4 and 5. About 175 members of the association attended. George S. Fowler, advertising manager of Colgate & Company, New York, presided at the business sessions.

Addresses made before the convention were: "Determining the Value of Publication Advertising," G. B. Sharpe, advertising manager Burroughs Adding Machine Company; "Why We Consider Inquiries Necessary for the Continuance of Our Advertising in Publications," R. N. Fellows, advertising manager, Addressograph Company; "After All, It's Your Mailing List That Determines Success or Failure of Your Direct-Mail Advertising," Homer J. Buckley, Buckley, Dement & Company; "Advertising Possibilities of Radio Broadcasting," J. C. McQuiston, advertising manager, Westinghouse Electric & Manufacturing Company; "How an Industry Can Win Its Public through Co-operative Advertising," O. C. Harn, advertising manager, National Lead Company; "How We Use Motion Pictures to Sell Our Product," E. T. Hall, secretary, Ralston Purina Company; "Taking the 'Bunk' Out of Industrial Motion-Picture Distribution," Watterson R. Rothacker, president, Rothacker Film Manufacturing Company; "Taking Theory Out of Motion-Picture Production and Making Films Real Salesmen," A. E. Gundlach, director of distribution, Atlas Education Film Company; "The Law of Mental Sale," Edward G. Weir, manager advertising department, The Beckwith Company; "How Direct Advertising Helped

Me Sell Nearly a Million Dollars' Worth of Merchandise in a Town of 5,000," Fred P. Mann, Mann's Department Store, Devil's Lake, N. D.; "National Advertising and the Retailer," Charles H. Mackintosh, president, A. A. C. of W.; "Demonstration of Simplification of Paper Sizes," George A. Heintzemann, advertising manager, Dexter Folder Company; "When General Managers Work Shoulder to Shoulder with Their Advertising Managers, There Will Be Better Advertising," E. S. Jordan, president, Jordan Motor Car Co.

In connection with the meeting there was an exhibit of advertising matter used by various members of the association. It was recommended that the annual meeting next November be held in Washington.

These resolutions were passed:

Whereas, the Bureau of Standards, under the direction of Herbert Hoover, is taking definite steps to eliminate waste in the manufacture and distribution of paper by the establishment of standard sizes, grades, etc., and

Whereas, the A. N. A. is, by request of the Bureau of Standards, represented on a committee of the bureau for bringing about these ends, the members of the A. N. A. pledge to the Bureau of Standards their full co-operation, and will take all possible steps to bring about elimination of waste in paper manufacturing and distribution by encouraging the use of as few standard sizes of flat paper as possible in the manufacture of their printed matter.

\* \* \*

Whereas, present-day conditions make for keen competition, and

Whereas, the makers of non-advertised brands of merchandise are offering concessions and other inducements,

Whereas, such a condition tends to decrease the demand for advertised goods of uniform quality:

Be it resolved, that the Association of National Advertisers call upon the publishers of national mediums, magazines, newspapers, trade papers and other periodicals to use the influence of their columns in an effort to educate buyers to the wisdom of buying nationally advertised goods.

Be it further resolved, that a committee be appointed to arrange a plan of operation.



## 1,200,000 BUYERS OF FOOTWEAR READ BOSTON SUNDAY ADVERTISER

Readers of the Boston Sunday Advertiser numbering more than 1,200,000 buy annually at least 3,240,000 pairs of shoes, and it is certain they need rubbers to protect each pair.

Then there is the item of rubber heels for each pair of shoes—no doubt more than 9,000,000 pairs of heels annually.

And these people buy annually at least, 14,400,000 pairs of stockings.

Advertising in the Boston Sunday Advertiser enables advertisers to influence at least 416,358 families or more than 1,200,000 buyers in New England.

The Boston Sunday Advertiser has the largest net paid circulation of any newspaper in New England, daily or Sunday. *It reaches one-fourth of all the families in New England.*

**BOSTON**  **SUNDAY ADVERTISER**

80 Boylston Street

SUNDAY 15¢ • 25¢ NEWSPAPER

Boston, Mass.

## To men who have to know circulations

THE Audit Bureau of Circulations has completed and has just released their audit of the 1921 circulation of Pictorial Review.

For the last three months of 1921 the A. B. C. Audit shows that Pictorial Review had an average net paid circulation of **1,872,461**.

This circulation is **36,497** copies more per month than that reported by our nearest contemporary in their A. B. C. Publishers' Statement for the same months—and this with the price of Pictorial Review at **25c** as against **15c** for the other magazine.

BEGINNING with the February, 1922, issue, Pictorial Review reduced its price to its pre-war rate of 15c per copy—with immediate response in increased circulation.

An audit is now being made by

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the well-known firm of Haskins & Sells, Certified Public Accountants, of the first three editions sold at the reduced subscription price. The February and March figures are practically complete and the auditors estimate the figures will be—

Net paid circulation for February  
**1,928,422**

Net paid circulation for March  
**2,012,000**

When the audit for the April edition is completed it will show a substantially larger circulation than either February or March.

PICTORIAL REVIEW has for more than ten years led in the development of a new type of women's magazine. Its circulation today reflects the recognition of this by the women in American homes.

# PICTORIAL REVIEW

*America's Leading Woman's Magazine*

## New York Lithographers Change Name and Add to Staff

Einson Litho. Inc., New York, lithography, window and store displays, has changed its name to Einson-Freeman Co., Inc.

Arthur Freeman, president, will be in charge of sales and merchandising service. He was formerly advertising manager of Gimbel Bros., and R. H. Macy & Co., New York, and later, general director of the Affiliated Stores.

Mrs. Einson, founder of Einson Litho. Inc., is secretary and treasurer of the new organization. He will be in charge of production.

Other members of the new company are: Lawrence Harris, vice-president; Leo Einson, F. D. Gonda, and F. S. Goodspeed.

Denison Babcock, formerly dealer service manager of Thomas A. Edison, Inc., and N. J. Leigh, previously with Snyder & Black, and the J. R. Mayers Co., Inc., have also been added to the company's staff.

## Newspaper Advertising Managers Meet

The Daily Newspaper Advertising Managers' Association of New York held its annual meeting on May 2. B. T. Butterworth, of *The New York Times*, was re-elected president, and Lewis C. Paine, of the *New York Commercial*, was re-elected secretary and treasurer.

## Harry A. Grubb with Victor Rubber Co.

Harry A. Grubb has been appointed assistant general manager of The Victor Rubber Company, Springfield, O., in charge of sales. In the past Mr. Grubb has been associated with the Star Rubber Company, Oldfield Tire Company and Firestone Tire & Rubber Company.

## A. H. Samuels with Barrows & Richardson

Arthur H. Samuels, recently with The George L. Dyer Company, advertising agency, New York, is now with the New York office of Barrows & Richardson, advertising agency, Philadelphia.

## W. A. Kramer Will Join Ferry-Hanly

William A. Kramer, formerly with Erwin, Wasey & Company, Chicago, will join the Chicago organization of the Ferry-Hanly Advertising Company, on June 1.

At the Harvard Club, New York, on May 2, a farewell dinner was given by the executive staff of the New York *Evening Post* to Luther D. Fernald, who resigned as advertising manager of that paper to become assistant general manager of the Nast Publications.

## Seeks Information upon Advertising Abroad

The Bureau of Foreign and Domestic Commerce of the Department of Commerce, Washington, has prepared a questionnaire on advertising mediums and methods abroad. The questionnaire is being sent to consuls and representatives of the Bureau in foreign countries. It comprises such questions regarding individual periodicals as: Amount of circulation; distribution of circulation and total area covered; average number of pages; size of page; number of columns, width and depth; advertising rates according to position; dates when payments for advertising fall due; discounts and commissions granted to advertising agencies and discounts allowed to others.

In the general questionnaire regarding mediums there are queries upon news papers, magazines, trade papers, professional journals, foreign periodicals, posters and painted boards, street-car cards, electric signs and motion-picture slides. Information is sought regarding names of advertising agencies, advertising methods that are used most advantageously by local merchants, etc.

## Uncle Sam Explains His Selling Methods

The Sales Promotion Section of the War Department used a full page display newspaper advertisement to acquaint prospective purchasers with its selling methods.

Under the titles "Auction," "Sealed Bid," and "Fixed Price" appear cuts of an auctioneer's gavel, a sealed envelope and a sale catalogue, illustrative of the Department's various plans for disposing of its materials. These are followed by a listed explanation of the advantages inherent in each plan.

The lower half of the copy shows an open memorandum book which gives the selling programme for the months of May and June. The materials offered by the various divisions are enumerated in three small boxes which are headed "Quartermaster," "Air Service" and "Ordnance"; and these are further designated by the insignia of the respective divisions.

## Norman A. Fyffe Co. Adds New Account

The Norman A. Fyffe Company, New York advertising agency, has obtained the account of G. Gennert, New York, cameras and photographic supplies. Advertising in business papers is planned.

## New Evening Newspaper for Kansas City

The Kansas City *Journal* plans to issue an evening edition. The evening edition will be called *The Evening News* and will make its first appearance about June 1.

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# Advertise Toilet Articles in **CHILD LIFE**



**A**N advertisement of toilet articles in "Child Life" talks straight to the mother. She is the one who sees that tiny teeth are brushed on schedule, that shining locks are properly groomed. Get her ear at a most opportune time. When she is reading stories and verse from "Child Life" to fascinated little ones gathered round her, she is in the right mood to consider all products which add to her children's health.

Using good tooth brushes, hair brushes, nail brushes and bath brushes is almost a fetish in the 40,000 better class American homes that welcome "Child Life" every month. These homes have the taste and the purchasing ability to demand the best in toilet articles.

Write today for rates, detailed information and a copy of "Child Life" to look over.

*Published by*

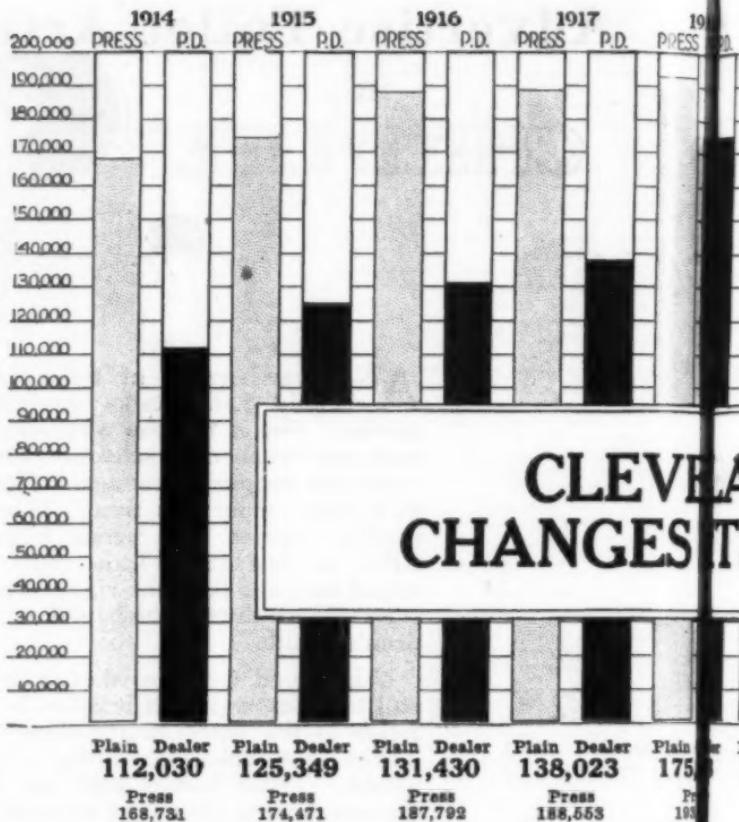
**RAND McNALLY & COMPANY**  
536 S. CLARK STREET, CHICAGO

*Largest Publishers of  
Books for Children*



Mothers who *select* read  
**"CHILD LIFE"** to their children

May 11, 1922



## CLEVELAND CHANGES ITS MIND

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### A Sign of Progress

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It's a right of human nature to change its mind. Nothing wrong about that—Progress comes that way.

Railways, automobiles, airplanes, telephones, radio, electric lighting, bath-tubs, Community Chests and many other things that make life more livable, are accepted today because human nature changes its mind.

For progressive human nature is always ready to change its mind—when something better comes along.

It's that way with newspaper preference. Folks jog along contentedly with their preference for the good-enough newspaper until the better one is made—then they change their mind. Cleveland changes its mind—a sign of Progress!

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### The Graph Truth

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There was so much uncertainty regarding circulation, that the U. S. Census people did not file it. Beginning on April 1st, all papers were obliged to file *sworn* Federal returns of their actual circulation during the first three months. Since then certain papers have been compelled to do so.

When a circulation statement shows a marked business decline or a change in readership, facts are brought to light.

This is demonstrated by the following figures. Papers indicated lost circulation from 1917 to 1918. Business was bad.

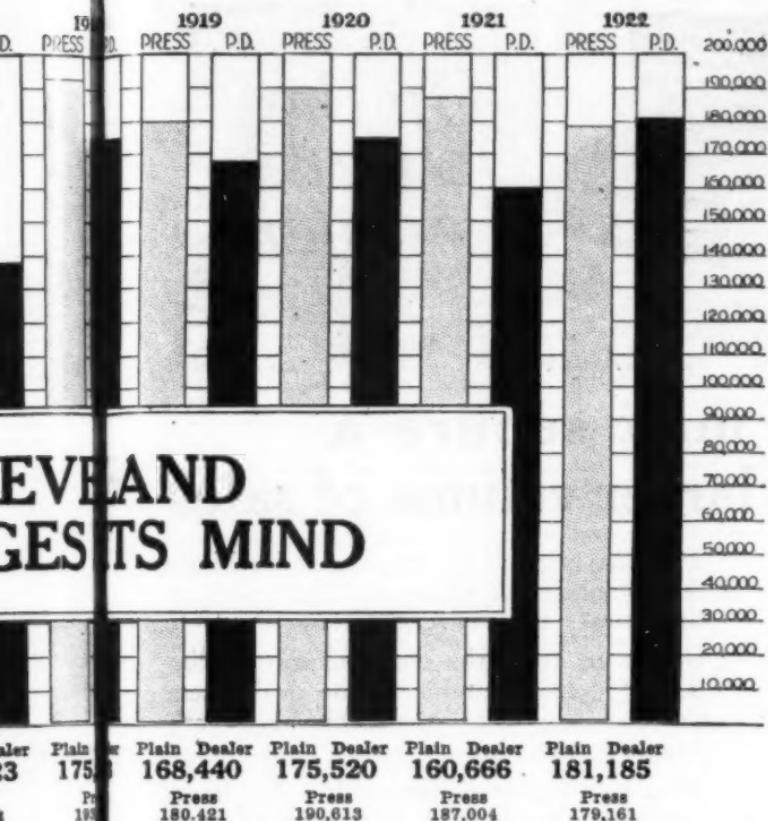
Between 1917 and 1918, papers lost circulation in these positions because Cleveland changed its mind.

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WOODWARD & KELLY  
Security Bldg., Chicago

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**The Plain Dealer**  
*First Newspaper of Cleveland*



### The Graph of Truth

so much uncertainty respecting newspaper rates that the U.S. Congress passed a law to stop it. On April 1st, all newspapers were given Federal statements, semi-annually, showing circulation during the preceding six months. Then certain facts prevailed.

Circulation naturally accompanies a change or a change reader preference—the light to light.

Demonstrated by the above graph. The Plain Dealer lost circulation from 1920 to 1921 because it changed its mind.

**Plain Dealer**  
Newspaper of Cleveland, Fifth City

### The Conclusive Chapter

The Last Chapter of this story—the change in reader preference during the improved business conditions of 1921-22 deserves thoughtful consideration. The truth only "comes out" in Last Chapters!—so here it is:

Over the Whole Story—this seven-year period when Fact replaced Uncertainty—The Morning Plain Dealer gained 69,155 readers and the Press gained 10,430 readers—or 62% and 19%, respectively.

But in the Last Chapter—between April 1, 1921, and April 1, 1922, The Plain Dealer gained 20,519 readers and the Press LOST 7,843 readers—

Welcome to the family!

JOHN B. WOODWARD  
Times Bldg., New York



## You may secure a larger volume of sales

The final step in advertising and selling; the rounding out of a campaign—such is the Brooks Display Container.

Goods go from the manufacturer to the dealer in this container. The dealer sets the complete unit on his counter, where people come to buy.

This is a patented box, with a flat base, an adjustable bottom for most effective display, large advertising surfaces, and exceptional attractiveness.

The Brooks Display Container may offer the solution of your own selling problem.

*Let us design one for you.*

BROOKS BANK NOTE CO.

Springfield, Mass.

New York

Philadelphia

Boston

# BROOKS DISPLAY CONTAINER

*Lithographed Folding Boxes—Labels—Window Display Advertising*

# Capitalizing Novel Feature Sells in "Loaded" Market

Standard Neckwear Company Introduces New Tie Directly against Advice of Trade and Finds It Pays

By James M. Mosely

THIS is, essentially, a story of how goods were moved in a "dead" market.

Getting the much stock-laden dealer to buy is one of the main problems that almost every advertising and sales manager is bucking up against right now. How also to rouse Mr. General Public to "loosen up" and "come across" and how to put new heart in a sales force that is consistently reporting "the trade isn't ready to buy yet" are two other sizeable subjects of interest in almost any factory you want to go into.

One of the favorite procedures in research is to "go out and interview the trade." This sort of work can be extremely valuable, but there are times when the manufacturer may find it necessary to run his business according to his own ideas rather than how the trade thinks it ought to be run.

For instance, if Edison had conducted an investigation among dealers in lighting supplies before his incandescent bulb went on the market, he probably would have been informed "the time is not ripe." When the familiar little yeast cake was about to be advertised widely for its benefits to health, the chances are investigators would have uncovered plenty of dealer "doubting Thomases," who would have opined, "Some time perhaps—but not now."

This is not in any way intended to be a reflection on practical research, for most manufacturers base their judgments on too few, rather than too many, facts. But, after the facts have been gathered, they must be weighed, and there are times when it is profitable for the manufacturer to move directly contrary to the action the facts apparently would warrant.

Perhaps one of the most recent

examples of this is the experience of the Standard Neckwear Company of Boston in placing upon the market Wearplus, a trademarked necktie without the old-fashioned flannel lining, directly against the best advice of the men's wear trade.

During the depression last year, when business let up to some extent, the company's designers found themselves with a certain amount of spare time on their hands. The company ranks among the large neckwear houses that sell staple neckties on a large scale throughout the country. The full gave its designers a chance to look around and experiment.

The company, as had other manufacturers, long had studied the possibility of tailoring a four-in-hand cut silk necktie that would not lose its shape after being worn a few times. It had found that the chief criticism of the usual necktie is that it gets stringy, pulls out of shape and becomes useless before the silk has worn out—due to the flannel lining.

#### A NEW ADVERTISER FEELS THE WAY

The Boston firm's designers at length perfected a process, which is on record at the United States Patent Office, whereby a practically non-wrinklable tie without flannel lining or padding could be produced that would be smart and at the same time long-lasting. The company's next problem, that of marketing, was felt to be fairly "tough" because the house had never advertised and was almost wholly unknown to the public, although of excellent standing in the trade. The dealers' buying season was well over, and the trade had "neckties to burn" in stock as the result of loading up during the high-price period.

Was the time favorable?

According to reports that the company's salesmen brought back from the trade, it most certainly was not. The members of the force had been asked to put the idea up to the retailers and see what they thought about it, but the verdict was an almost unanimous "thumbs down." The gist of the sentiment collated was to the effect that the company had "better wait until better times."

Thomas E. Greaney, president and founder of the Standard Neckwear Company, was not entirely satisfied. He called in an advertising agency to make a study of the situation. It was pointed out that in a time when the public was crying for better values for its money and reductions in prices and, in general, was holding off from buying, the conditions in reality were extremely favorable, if anything, for launching the new tie.

The concern's several factories were put on quantity production on the necktie, an extensive newspaper advertising campaign was prepared and, with portfolios outlining the sales effort to follow, the salesmen went back to the trade. They were forced to admit "the joke was on them," for almost every dealer, although loaded up with regular ties, came through with a good order.

Here the reputation of the house, carefully built up over many years, helped, but the advertising campaign to come on a large scale in newspapers was the lever that was of greatest assistance in winning thorough support throughout the trade. A large number of ties were sold before any copy appeared.

After gaining thorough distribution, the large-space advertising was started. Repeat orders came in until the Boston firm was oversold by many thousand dozens. The stores in some of the large cities mailed in daily reorders. Christmas came on, complicating

### *The Lining Had To Go!*

For years the fancy, fatted lining has been used—good motives into thy discard. Long before the ties actually "wore out," they became too wrinkled and messy to wear. Because of the lining, flannel linings shrink, wrinkle, roll, pull out, bunch up, and make ties get stringy and spoiled with use. Preventing makes them wear. But now—**NOW** comes Wearplus—

### *The Tie Without Lining, Padding or Wadding*

Material is scientifically folded by a newly invented mechanical process. The **Wearplus** tie do not need flannel linings to tie smooth, firm, well-shaped knots of the fashionable size. Practically wrinkle-proof. They wear longer and look better all the time. After weeks of wear—press them out at home—almost as good as new again.

*The New Ties Have Them Now*

**\$1.00 for the Blue Label  
\$1.50 for the Brown Label**

Look for this trade-mark on the band.



Standard Neckwear Company, Boston, Mass.  
America's Largest Neckwear Makers

INTRODUCTION OF A NEW IDEA IN NECKWEAR

things even more. On January 1, the factories had many unfilled orders; new factory branches were established.

The slogans, "No lining to wrinkle" and "America's standard cravating," were adopted as part of the Wearplus trade-mark. The phrase, "The tie without lining, padding or wadding," is featured in almost every piece of copy.

Under the heading, "Behold! A new idea and new invention in men's smart tailored neckwear," one piece of copy says:

"A tie now made without



## Change of Ownership

The American Agriculturist has been purchased by Henry Morgenthau, Jr., who wishes to make the following announcement:

For the past 80 years the American Agriculturist has consistently preached the gospel of better farming, of better homes and of more attractive rural life. In this new era of American agriculture, it is my intention to continue and extend this great work. I have taken over the American Agriculturist with the serious realization of the tremendous responsibility it places upon me and with the understanding that the farmers, united in their organizations, are the power which is destined to lead the way in years to come.

I intend that the welfare of my readers shall be the controlling consideration in the direction of the affairs of this publication. I propose to command your support by deserving it. I shall hope to strengthen the ties that have bound you to this publication.

The American Agriculturist has championed the cause of the farm bureaus, the dairy organizations, the co-operative apple packing houses, rural credits, co-operative marketing, helpful farm legislation, the development of the federal land bank system, the building of community life and farm homes. We are only at the beginning of our task. Many difficult problems remain to be solved. I invite your co-operation. Let us "carry on" together.



Publisher.

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*Reprint from editorial page of The American Agriculturist of May 13.*

lining, padding or wadding, insuring smoothness, less wrinkles, no rolling or twisting or bunching, unties easily and pulls softly through any collar band. There you have it! The ideal tie at last. Its name—Wearplus—means all that it implies. No ties can be better, for only Wearplus ties are made this way—the best idea in forty years. Men's stores have them now. \$1.00 for the Blue Label, \$1.50 for the Brown Label.

The newspaper campaign is being extended into a new zone this spring. With fall, advertising in national mediums will begin.

There are plenty of other houses that have worthwhile services to render, yet that are being held back from carrying out their efforts by "what the trade thinks." Others, more aggressive, are dictating what the trade does think through methods that move the goods.

### Timeliness Emphasized in Cleaning Powder Copy

Manufacturers are always looking for new uses for their products or for an opportunity to emphasize known uses. The maker of "White Line" washing powder has found an element of timeliness in the fact that, with the coming of warm weather, housewives will begin to clean and scour their refrigerators, and the suggestion that "White Line" will aid in this work is carried into the product's advertising.

The copy is headed "Refrigerator Cleaning Time," and has an illustration of a woman scouring an ice-box. A package of "White Line" stands upon the top of the refrigerator, while a larger cut of the package is prominently displayed to the right of the illustration. The copy says:

"The Refrigerator—the storehouse for the family's food—how important to keep every nook and corner of it spotlessly clean. Clean looking—clean smelling!

"Soap and water will not remove ill-smelling grease spots and unseen germs. "Just put a dash of White Line Washing Powder in the water. All grease, dirt and menacing germs are instantly cut loose and dissolved!"

"White Line purifies as it cleanses!"

### James W. O'Meara with The Caxton Company

The Caxton Company, Cleveland, announces that James W. O'Meara has joined its sales staff. He was previously with The B. F. Goodrich Rubber Company, The Chandler Motor Car Company, and The Wm. H. Rankin Company advertising agency.

### National Real Estate Campaign Planned

THE National Association of Real Estate Boards has planned an advertising campaign that it expects to put into operation in about thirty days, according to Donn D. Goss, the association's director of publicity.

Irving B. Hietl, of Toledo, O., president of the association, has appointed a committee to direct the advertising. The members of this committee are Bartholomew O'Toole, of Chicago, chairman; D. Bradlee Rich, of Boston, and Frank L. McNeny, of Dallas.

The plan outlined provides for co-operative advertising for the more than 400 local boards of the association.

The plan, in rough outline, as endorsed by the executive committee of the association at a recent meeting in Washington, D. C., "is to do most of the overhead in the preparation of copy, drawings, cuts, plates with one central agency to distribute to the participating boards and realtors. The overhead expense is to be prorated among those participating. All methods of approved publicity are to be used, but local newspaper display space will be the basis of the programme. The plan contemplates permitting boards of realtors to participate to the extent they desire. It provides for employing only a small per cent of the advertising appropriation for the maintenance of the central agency, the larger part of the appropriation to be spent at home with newspapers and for other mediums.

"The subject matter will cover the entire field of realty activity, including home ownership, financing, board functions, planning and zoning and similar problems."

The chairman of the advertising committee, Mr. O'Toole, has sent a letter to all secretaries of real estate boards asking for co-operation.

The association will hold its annual convention at San Francisco May 31 to June 3.

# PUTTING RADIO SUPPLIES ON CORNER STORE SHELVES

DRY GOODS

GROCERIES

FULL LINE OF  
RADIO  
SUPPLIES  
HERE

RADIO  
SUPPLIES  
SOLD HERE

## The Detroit News Responsible

**I**N Detroit, radio has ceased being a novelty; it has become a home fixture like the telephone or the phonograph. Mr. Average Citizen now makes demands on the corner grocery or drug store for radio supplies; wire, phones, detectors and condensers just as he does for the daily necessities. As a result the corner stores have stocked their shelves with radio equipment, making the pursuit of radio entertainment convenient and still more widely prevalent.

In creating this universal demand for radio supplies in Detroit, The Detroit News is responsible, having maintained a continuous radio development and broadcasting service since August, 1920.

In the local trading territory The Sunday News has increased its lead from 18,530 in 1915 to 90,476 in 1922 over its only Sunday competitor.

## The Detroit News

"Always in the Lead"

# The Famous Book That Business Executives Are Buying By The Hundreds

**N**O BOOK of recent years has been so widely bought by business executives and corporations for presentation as a stimulant to their employees as has THE AMERICANIZATION OF EDWARD BOK.

Literally scores of business executives have bought from 5 to 50 copies of the book for distribution among their office forces.

"It has stimulated our young men in a way that no word of our own could have done," writes one executive. "The most profitable actual business asset I have ever used," says another. "It has actually re-made our office atmosphere," writes a third.

"Never has anything ever introduced to our selling force produced such a result as this book, as in putting positive inspiration into our salesmen and actually producing thousands of dollars of increased business. It is really amazing."

—*A Large Business Executive.*

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# The Americanization of Edward Bok

- ¶ One large corporation has used 1300 copies.
- ¶ A Western business executive distributed 500 copies among his force.
- ¶ A large insurance company gave a copy to each of its 268 district agents.
- ¶ One of the large steel companies bought 140 copies, one for each of its executives.
- ¶ Five companies have bought 100 copies each for their office forces.
- ¶ One publishing house presented a copy to each of its salesmen.

*17th Edition Now Selling.  
18th Edition Now Printing.*

**PRINTINGS**

1st.....	Sept., 1920
2d.....	Nov., 1920
3d.....	Dec., 1920
4th....	Dec., 1920
5th....	Mar., 1921
6th....	Mar., 1921
7th....	June, 1921
8th....	Aug., 1921
9th....	Aug., 1921
10th....	Sept., 1921
11th....	Oct., 1921
12th....	Nov., 1921
13th....	Dec., 1921
14th....	Dec., 1921
15th....	Dec., 1921
16th....	Jan., 1922
17th....	Mar., 1922

AT ALL BOOKSTORES. \$3.00

CHARLES SCRIBNER'S SONS, *Publishers*  
FIFTH AVENUE AT 48TH STREET  
*New York City*



# Canadian Farmers Pay \$85,000,000 War Indemnity

**The Farmers Are the First-Line Troops in Mankind's Ceaseless War on Nature**

Each and every year the Farmers of Canada must pay to Nature an indemnity of \$46,300,000 to replace and repair their buildings and another of \$38,000,000 for the implements that Nature has destroyed.

This indemnity is as inevitable as Fate. It can never be avoided but only postponed. This year, for instance, with the times brightening up again, the Farmer must not only pay the 1922 indemnity but must also replace what he was unable to purchase on the 1921 account.

There are about 700,000 farms in Canada and on most of them there is an accumulation of needs which must be filled this year.

**Sellers! This is the year for the "Big Push"**

**THE MARKET IS RIPE**—*There are great arrears of buying to be done.*  
**THE TIME IS OPPORTUNE**—*Conditions have improved and the farmer can and must buy now.*

**THE MEDIUM IS IDEAL**—*The Family Herald and Weekly Star with the biggest circulation and smallest milline rate of any paper in Canada will display your advertisement in one out of every five Canadian Farm Homes.*

**What are you going to do about it?**

## Family Herald and Weekly Star.

*Canada's National Farm Journal*

**MONTREAL**

Established 1870

**CANADA**

BRANCH OFFICES

*New York*

DAN A. CARROLL, *Representative,*  
150 Nassau Street.

*Toronto*

M. W. MCGILLIVRAY, *Representatives,*  
180 Bay Street.

London, England: M. A. JAMIESON, *Representative,* 17 Cockspur Street, S. W. 1.

*Chicago*

J. E. LUTZ, *Representative,*  
First National Bank Bldg.

*Winnipeg*

V. E. BLAKE, *Representative,*  
457 Main Street.

# The Sales Manager Writes His Salesmen

When Personal Contact Is Impracticable, Letters Should Convey the Man-to-Man Atmosphere to as Great an Extent as Is Possible

By a New York Sales Manager

ONE of the most difficult tasks that faces the sales manager arises in cases where he has never seen the salesman and where it is essential that the latter properly visualize the sales manager.

Because of the inevitable misunderstandings that arise in such cases, many enterprises today insist that not a year pass without the sales manager coming in personal contact with each member of the field force.

But this is not always possible from the profit standpoint. Distant branch-house salesmen in many enterprises cannot be brought to headquarters more often than every third, fourth or fifth year—if at all. In these same enterprises it may be an unwise use of the sales manager's time to have him travel from coast to coast and from the Gulf to Canada.

So it is really one of the duties of the sales manager to be sure that when the inevitable misunderstanding arises the salesman involved gets a true picture of the man whose destinies are interlaced with his own. Recently, I had occasion to write one of our new field men who reported to our Denver office. Ordinarily such a letter as I was called upon to write would have been written by the manager of the Denver branch. Illness, however, confined him to his home and left in charge a thoroughly competent bookkeeper, an excellent routine letter writer and the usual clerical staff—not one of whom could wisely be entrusted with such a letter as was needed.

This salesman had been with us six months. He carried our "Policy Book" and had shown himself a student of it. But he deliberately failed to keep us in touch with his changes in route. He left us high and dry without

a mail or telegraph address for ten days, until I finally located him by the simple but costly expedient of sending nine telegrams to seven different towns and nine different hotels.

So I wrote:

You have a right to feel chagrined that I should meet you through this letter. For I had planned to give myself the pleasure of seeing you in Denver in July, as I owe my good friend, Mr. Lewis (the Denver branch manager), a visit.

You will feel mighty sorry, as I did, to learn that he is in bed with a severe attack of influenza, and you will rejoice with me that his condition is slightly better, as I have just learned through a wire that is now before me.

But you may be sure that he would not have improved if he had known that one in whom he had the great hopes he has for you, had caused the home office to send nine telegrams of inquiry. He would not be feeling a whole lot better if he knew that you had most mysteriously and apparently wilfully broken over the instructions which he explained to you and which are well known to you. I honestly think that he would fight off the doctors and rush to his office if he felt that your example indicated a general attitude on the part of the Denver men.

Your future with yourself and with us depends very squarely upon your willingness to be an organization worker. For unless you can work along proved, sound lines you would certainly be a failure in trying to run a business for yourself—for you would not make good with your own employees if the organization spirit left you completely.

One of the first duties of a salesman is to be in a position where he can sell goods. You do not for a moment feel, do you, that we can never be of service to you in this direction? We are nationally advertising a great many good leads that are worth money if placed promptly in the hands of our salesmen, and which are worthless if delayed so long that the prospective buyer knows that we do not deserve to enjoy his business. That no such lead chanced to come in while you deliberately failed to keep us in touch with your routing, in no way excuses you. It does explain our nine telegrams in a single day, because we knew that there was a possibility that a lead which might run into thousands of dollars might come in to us at any moment.

Please do not think of me as a gray-

bearded dyspeptic. As a matter of fact, I am eight years older than you are, weigh ten pounds more than you did when you came with us, and enjoy freedom of thought and action as much as you can possibly want to do things your own way. But my eight extra years have taught me, in business, to work for people in whose methods I had confidence and to seek and take only such freedom of action as fairly came to me in the position that I occupied.

It is part of my job, in Mr. Lewis' absence, to supervise and control your work as far as possible. In his absence it is "up to me" to decide whether to keep you or to drop you. But it isn't within my abilities or power to make you send in reports promptly and keep us supplied with addresses, and to make you notify us of any changes. You alone can control that part of your affairs.

So, for the present I am directly responsible for you and you are directly responsible to me. Now, it is "up to you" as a white man to tell me by wire whether you are going to work with me or whether you prefer to work for someone else. You can work with me if you choose. It's up to you.

"It would be foolish for you to kick over the traces. You know mighty well that we wouldn't hold, year after year, 135 red-blooded salesmen if we made a practice of asking them to be machines. Every leader in every section is a man of initiative, but he runs the bases by touching them in the correct way and doesn't try to invent a new game of baseball by running to third base first. Wire me tonight, "I see the point," or "I can't work with you."

Every sales manager with a large force of men is bound to have some high-strung colts. Personally, I like them. They kick down or leap over many carefully built fences, to be sure. Just when you think they are going to trot a new world-mark for their age, they break, and it requires every bit of one's ability to get them back to a standard gait. But because they are so intensely thoroughbreds I can forgive them almost anything except arson and murder.

A few weeks ago I quietly dropped down to our Atlanta house to attend a jobbers' convention. As I was to be away from my desk but a few days—in fact, just an exaggerated week-end—I did not bother to publish the fact outside of the home office. You can imagine my surprise when, three nights after my arrival in Atlanta, as I was comfortably

reading, my room telephone brought me the news that Mr. McAllister was downstairs and would like to come up.

Bob McAllister will some day become our best salesman. He has everything in his favor except patience and steady nerves. He has speed. He thinks quickly and, when he stops to gather all the evidence, thinks correctly. He had jumped from Nashville to Atlanta simply because he was worried and excited over a letter from our credit department, which he felt reflected upon his all-around ability to sell wisely and to aid in the collection process. It was a tempest in a teapot. While it took me until three in the morning to settle things so that they wouldn't become unsettled immediately, he left the next morning in the best of moods and ready to work days and nights to make up for lost time.

When I returned to headquarters, I wrote him:

DEAR BOB:

You will pardon me if I tell you that I looked over my shoulder before I started to dictate. For, while your route list shows you safely headed for Salt Lake City, you will remember that you were theoretically in Nashville when you really were in Atlanta.

You did just right to locate me by wire and come on to Atlanta. For you couldn't have sold a dollar's worth of goods if you had stuck in Tennessee while your mind was like a cloudy sky full of lightning flashes and crashes of thunder.

But you were dead wrong to have permitted yourself to get in that state of mind. You really weren't fair to the one whose letter you so widely misinterpreted. You weren't fair to me because—I can tell you now what I wouldn't tell you then—one reason I made the Atlanta trip was because I was "off my feed" and needed rest and not problems. You weren't fair to the house, because you cost it four days, even though you feel, perhaps rightly, that you have made up most of that lost time by extra effort—but there is only so much energy in even such a bundle of watch springs and dynamite as your amazing self.

Most of all, Bob, you weren't fair to yourself. You are too good a salesman to establish a record for being erratic. You are too sound a salesman to want to get the reputation for being thousands of miles off your route without adequate emergency as an explanation.

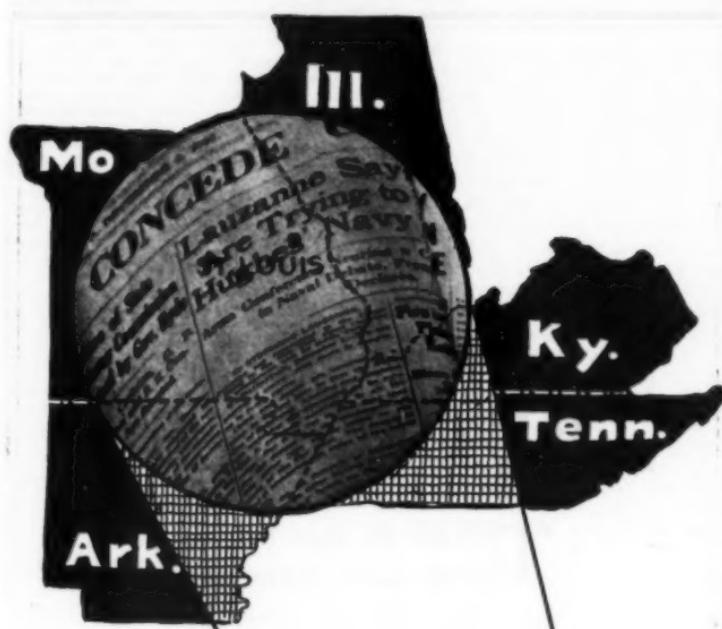
So the next time the urge comes to you to get something of the kind out

May 11, 1922

PRINTERS' INK

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*Radius of the Circle:*  
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**St. Louis**  
**Globe-Democrat**

May 11, 1922

REG. U.S. PAT. OFFICE

## BUCKLING

THERE are mats that do  
buckle in the casting box  
but they are not made by  
O'Flaherty. Peerless Mats  
have none of the "tempera-  
mentality" of youth; we've  
been making 'em 25 years.

### O'FLAHERTY'S PEERLESS MATS

*Made by O'FLAHERTY  
225 West 39th St. New York.*

ELECTROTYPEERS      STEREOTYPEERS  
PHOTOENGRAVERS

of your system, stop on your route and take down the good old telephone that Alexander Graham Bell must have invented for you. I'll stand for two transcontinental calls. By that time I know that you will add to your many abilities the one thing that I want you to add—the ability to thrust away from your working self incidents that seem to you to require immediate explanation, but for which no immediate information can be economically and immediately available.

Just the same, I was mighty glad to see you—selfishly so. For, while I enjoyed the confidence that you showed in me by crossing half a continent to see me, I shouldn't have enjoyed it, because a few more such trips will place you in the "genius class" so that even your most wonderful pieces of salesmanship will be credited to your genius instead of to your commonsense and sales ability.

Long ago—but only after a bitter struggle—I came to admit to myself that a salesman could be something other than good or worthless. Prior to that time (and I find it is a common mistake) I had held that any man whom I hired was either material that I could mold into a good salesman, or that he didn't have the stuff in him and was, therefore, worthless from the sales standpoint.

One of the greatest mistakes that I made, time and time again, was to overrate the advance in mediocre material. I forgot as fast as I learned, the fact that many men who fill important niches in the aggregate, learn one thing only to forget something of equal or less importance. The ones who forget things of greater importance are truly worthless. I refused to admit that it was beyond my abilities and beyond the capabilities of such material to become truly good salesmen. I forgot, in my zeal, the truth that a large sales force covering different classes and kinds of trade outlets needs men of different calibre, in order to attain the balance which no sales force ever has attained, but which every large sales force should seek to attain.

I once hired a farmer boy from Iowa. I hired him because he sold himself to me. There was no question about his owning a personality. He was a product of the soil, with a high-school edu-

cation that had meant a great deal to him. But he was of the type that, without the slightest thought of offense, calls everyone from president to office boy by his last name without prefix. Without thought of offense he spoke what was on his mind. He could sell goods but he could not sell values. So with a line like ours, which is built to cater to every taste and every pocketbook, I found that after starting well on the lines which I had hammered into him as being the most profitable, he came to arrive at his own standard of values.

For example, we have one line of articles that ranges in price per unit from \$18 to \$185. His practical mind saw that the \$80 outfit gave all of the outward effects of the \$185 outfit, and that the \$75 outfit was really a dolled-up \$50 outfit. Beyond this, he saw that the numbers priced at less than \$50 retail were grown-up toys.

So he plugged the \$80 outfit and, because he believed in it and because he believed in its personality, he sold it, and sold it as no other salesman ever sold that particular item. But the profit was not proportionate to the sales. He wanted more money every few months because his sales advanced every few months. He argued with himself that if he was worth so much when he sold \$400 a week, that he was worth twice that much, at least, when he sold \$800 a week, and he wanted three times that much when he sold \$1,200 a week. Then he decided that I was a prize crab when I would not meet his demand—for it was nothing less than a demand.

At the time he wrote that he was averaging \$1,200 a week and had prospects lined up so that he would exceed this amount, he said frankly that he wanted a salary three times that which we gave him the moment he reached the \$400 mark.

I couldn't meet his figure because his salary from the start had been based with the hope and expectation that he would far exceed the net profits possible

when he specialized on the \$80 outfit.

I had failed to sell him the idea of quality as something people desired rather than had forced on them. He was in the West at the time and it was up to me to write rather than talk it out face to face. Here is the letter that I sent him:

DEAR MR. HUBBELL:

You haven't a chance in the world of getting the salary that you ask. Why? Because you've told me that you don't want it.

Here is the way you have told me. You have told me that you didn't believe in what I believe. You've told me that, because I am on the inside, I don't know what should be done on the outside. You've told me that people don't want our \$185 outfit. But, now, let's see whether they do or whether they don't. I am not going to tell you what other men are doing. I am just going to tell you that the sales of \$185 outfits that you made in the first month have led to the sale of sixteen more—to the same retailers.

What does that mean? It means that these retailers have made profits from what I think, and not from what you think, for you were not convinced of the worthwhileness of plugging the highest-priced and best outfits we make. You sold these three outfits on what I thought—and the dealers you sold them to are selling them on what I thought.

Today, if you were given these same three dealers and you had never called on them before, you would sell them \$80 outfits—and they would sell \$80 outfits until some better salesman showed them that they were losing a class of trade that never would be satisfied with an \$80 outfit, no matter if it had everything except to them a weekly salary. The best proof that I am right is that you think that everybody is like you. It would be a mighty good world, at that, if everybody was. For you are the "salt of the earth" and I know it, even though you think that I have got a strangle hold on every dollar for the company. But I am not quite like you, which proves that the whole world isn't like you.

And, as another bunch of proof, do you suppose that you or I or anyone could sell one of our \$80 outfits for the White House—or for Mrs. Astor-bilt? If we had nothing better than an \$80 outfit they would never buy from us—they would buy a better-finished, more complete outfit from the B—or the D—people. Now, \$185 is a lot of money. To many people it is a hundred million times as much as \$80, because they have got \$80 they can invest for an outfit, and they don't have, and never will have \$185 for such a purpose.

Let's leave it this way. Either you trust me to see that you are paid in accordance with the profit on your sales

rather than on the total of your sales, which, after all, doesn't pay dividends—it is the profit that pays dividends—or you will ask me to help you to find, or you will find yourself a job with some staple line where volume is the only test. That is all that I can tell you about salary, unless you tell me, by the kind of your sales, a new and different story.

## Noiseless Typewriter Sales and Advertising Plans

Charles W. Colby, president of The Noiseless Typewriter Company, discussing the sales prospects of the company's product in a recent letter, calls attention to the fact that there are now approximately 50,000 Noiseless typewriters in operation, and that the company's yearly production represents less than three per cent of the world's annual consumption of new typewriters.

Mr. Colby writes that large sums of money are to be spent in an advertising campaign to acquaint the business man with the advantages which the company claims for its product and, furthermore, that the company proposes to institute a special campaign to educate the people to the use of the Noiseless typewriter, particularly the Portable Model in the home.

"With the help of more active advertising than has been done in the past," the letter reads, "it should be possible for The Noiseless Typewriter Company to reach sales of 30,000 large standard machines and 30,000 Portables within the next three years."

## Woolworth Sales Establish a New Record

The F. W. Woolworth Company reports the largest April and four months sales in its history. During April, 1922, sales were \$13,438,943 as against \$10,967,482 in April, 1921, an increase of 22.53 per cent. For the first quarter in 1922 sales were \$44,900,408 compared with \$30,283,977 for the corresponding period in 1921, an increase of 11.26 per cent.

Approximately 83 per cent of the gain in April resulted from increased sales of old stores in operation one year or more. The company now has 1,155 stores operating, having opened eighteen new stores since the first of the year.

## Beverage Account with Omaha Agency

The Jetter Beverage Company, formerly the Jetter Brewing Company, has placed its account with the Charles A. Hall Company, Omaha, Neb., advertising agency. A campaign in newspapers is planned.

F. L. Stevenson, formerly of The Dorland Agency, Inc., is now with Doubleday, Page & Company, representing *World's Work*, *Country Life*, and The Quality Group.

11, 1922

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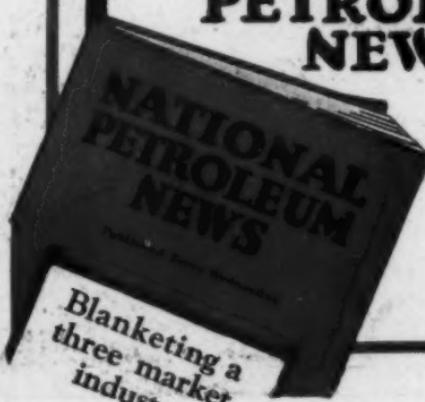
## Push your sales *where buying is active*

A SINGLE oil company purchased in January, February, March, \$1,000,000 worth of supplies. All it bought in the whole twelve months of 1921 was \$750,000. Its plans call for continued buying at this rate throughout the year.

*There is volume business waiting for the firm which coordinates an aggressive sales-drive with proper missionary and educational work in the blanket paper of the oil industry.*

This is just one instance out of hundreds which we can submit in definite form to prove to you that the oil industry represents right now a huge, immediate market for all types of equipment.

## NATIONAL PETROLEUM NEWS

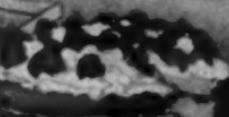


**HOME OFFICE:**  
812 Huron Road  
CLEVELAND, OHIO

**District Offices:**  
TULSA, OKLA.  
608 Cosden Building  
CHICAGO  
432 Conway Building  
NEW YORK  
342 Madison Avenue  
HOUSTON, TEXAS  
614 Beatty Building  
Member A. B. C. and A. P. R.

May 11, 1922

A real indoor sport. Make a delicious short cake yourself — with Crisco. A family treat! It digests easily. Crisco foods always do.



*for FRYING      for SHORTENING      for CAKE-MAKING*

It's no trick to sell a can of Crisco or a jar of Gulden's the real job is to bring it out of the cupboard every day.

If the members of the O'Brien family see the appetizing Street Car Cards day after day, Mrs. O'Brien will use them number of times each week.

All of the leading specialty manufacturers can bring their products often by using Street Car Advertising—the most inexpensive advertising there is.

## STREET RAILWAYS AD

*Central Office*  
Borland Bldg., Chicago

*Home Office*  
Candler Bldg., N.Y.



A black and white photograph showing a jar of "GULDEN'S PREPARED MUSTARD" next to a knife, and a large bowl filled with what appears to be fried food like onion rings or fish sticks.

**Gulden's Mustard**  
READY TO USE

Makes the foods you  
like best taste better

of Gulden's Mustard, or any other popular product—  
ard every day if possible.

the appetizing suggestions on the Crisco and Gulden  
en will use the Crisco can and the Gulden jar a greater

s can bring their products out of the cupboards more  
e most inexpensive daily follow-up.

## AYS ADVERTISING CO.

Home Office  
Wardler Bldg., N. Y.

Western Office  
Monadnock Bldg., San Francisco

A black and white photograph showing a hand frying donuts in a pan, another hand holding a piece of breaded meat, and a can of Crisco shortening in the foreground.

Crisco frying gives you Nature's delicious  
food flavors-unchanged. No smoke. No odor.  
Strain Crisco. Use it  
again and again

for FRYING — for SHORTENING — for CAKE-MAKING

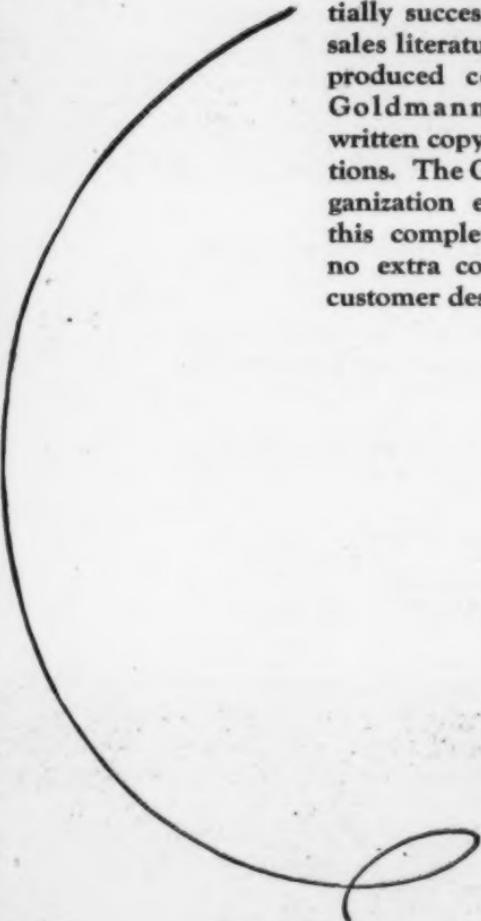
CUTS BY NEW CENTURY COLOR PLATE CO., N. Y.

May 11, 1922

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## *Typography*



A great number of essentially successful pieces of sales literature have been produced complete by Goldmann from type-written copy and illustrations. The Goldmann organization enjoys giving this complete service at no extra cost when the customer desires it.

**ISAAC GOLDMANN COMPANY**  
EIGHTY LAFAYETTE STREET NEW YORK CITY

*Printers Since Eighteen Seventy Six*  
TELEPHONE FRANKLIN 4320



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# The Theatre Discovers That Advertising Is a Business

"The Advertising of Kate," by Annie Nathan Meyer, Tries to Picture an Agency Honestly and Sympathetically

IN "The Advertising of Kate" at the Ritz Theatre, New York, Annie Nathan Meyer has made an apparently sincere attempt to portray advertising as a business, and not as a meeting of the Thursday Morning Go-Getters Club. The first two acts, which take place in the office of Blackwell and Kent, advertising agents, do in their way, mark an epoch.

Blackwell and Kent actually turn down an account because the product is not good enough to advertise—something that happens sometimes in real life, but never, never on the stage. They also believe that advertising success depends partly upon a statistical knowledge of markets—and not solely on such slogans as "13 Soap, Unlucky for Dirt," and others that have a familiar sound to long suffering advertisers who have witnessed the arid waste of advertising drama which had its impetus in the amusing hokum of "It Pays to Advertise." In this play no one makes a spectacular success overnight by lying to the public through advertising, and the senior partner outlines a really practical campaign which will help a railroad, not to spend \$200,000 on advertising, but to save two or three million dollars by advertising.

Miss Meyer perhaps does not draw a very true-to-life picture, but for that matter she has not drawn a very-true-to-life play. But she has attempted to depict an advertising agency with a certain degree of versimilitude, and when she has failed she has failed because of her limitations as an observer and a dramatist.

"The advertising of Kate" is not notable as a play, but it is notable as a first attempt to be honest and sympathetic when writing about advertising for the stage. Perhaps advertising will never be complimented by a really great

play. Perhaps it has in it none of the elements vital to a great play which will be at the same time a true picture of it as a business. But the dramatist who does wish to write an honest play on advertising should be encouraged by the first, albeit hesitating, step taken by Miss Meyer.

As an attempt to be fair with advertising "The Advertising of Kate" is commendable. As an interesting play it is—well, not so good.

However, instead of being too harsh with Miss Meyer for writing an unconvincing play, advertising men owe it to her to rise and give her three long Huzzahs and a Tiger because she has had the courage to take the stand that perhaps the public will put up with and even enjoy seeing advertising portrayed as a real business force conducted by real business people, and not as a circus sideshow run by dynamic charlatans.

## British Edition for "Our World"

The Houston Publishing Company, publisher of *Our World* and *Foreign Fiction*, New York, has made plans to publish a British edition of *Our World*. Herbert S. Houston, president of the company, sailed for Europe on May 10 for the purpose of putting these plans into operation.

## Walther Buchen with David C. Thomas Company

Walther Buchen, who has been plan and production director in the Chicago office of the J. Walter Thompson Company, is now with the David C. Thomas Company, Chicago. Mr. Buchen previously was with the Gardner Advertising Agency, St. Louis, and Erwin, Wasey & Co., Chicago.

## Hair Net Account for Boston Agency

The P. J. O'Keefe Advertising Agency, Boston, Mass., is now in charge of the advertising for the L. M. Z. Garrity Company, Boston, Mass., manufacturer of hair nets.

# The Advertiser's Artful Aid

Words Created by the Ingenious Advertiser Which Have Become Part of Our Everyday Vocabulary

By Brander Matthews

Professor in Columbia University

THE incessant expansion of the vocabulary of English is due primarily, of course, to the essential energy of the Anglo-Saxon stock, to its persistent voyaging, to its prolific inventiveness, and to its daring imagination. A people always makes its language in its own image, and the English language is as vigorous, as impatient, as unpedantic and as illogical as are the two mighty peoples who hold it in common as a precious heritage. As these two peoples have multiplied more rapidly than any other, so their language has constantly increased its resources, until English has now a vocabulary ampler than that of any of its rivals. As there is not yet apparent any sign of the relaxing of this essential energy in the far-flung British Commonwealth or in these United States, there is no likelihood that the English language will surrender its right to make new words for new needs and to take over from foreign tongues any terms which it thinks it can use to advantage.

Exploration and colonization, invention and discovery, the advance of pure science and of applied science, progress in the fine arts and experiment in literature—these are all of them and each of them responsible for their several shares in the unending increase in the vocabulary of our English speech. But there has been at work of late—that is to say, in the past score of years, in the first two decades of the twentieth century—another impetus, the full effects of which are not yet visible. In fact, this new source of new words has never been accorded the recognition it deserves and demands. We have had our attention called to words

of warfare with which we have had to store our memories in the long years of fighting, slacker and tank, cooty and combing out—vigorous words, born in the trenches and evolved by spontaneous generation; they are none the worse for their lowly origin, and in fact they owe to it their soldierly directness and swiftness.

Yet peace has her verbal victories no less than war; indeed, her linguistic conquests are more varied and of a more permanent utility. These peaceful words are made anywhere and everywhere. They are made while you wait, on the spur of the moment, at haphazard; they may be well-made or ill-made; and they must push their way speedily into general use or they will die an early death from inanition. There is, however, one manufactory of new words where the utmost care is taken to put together vocables which are reasonably certain to arrest attention and to win approval. A verbal factory of this sort is situated in almost every one of the advertising agencies, which are now so widely scattered throughout the United States. The words these advertisers make are not often taken over from any other language, dead or alive; they are compounded to order, with the utmost caution and with an uncanny skill. They are put together with the hope that they will cling to the memory of those who read them for the first time; and the more completely this hope is justified, the more successful is the new label for a new thing.

We are now so thoroughly accustomed to the exploits of the advertiser that we take them as a matter of course, rarely pausing to appreciate the art, or at least, the artfulness with which he has lured us into acceptance of the new name that he has manufac-

Reprinted by permission from "Essays on English," published by Charles Scribner's Sons.

tured for the new article he has been engaged to call to our attention. Nor is his inventive ingenuity confined to the creation of new words only; it extends even to the imaginative incarnation of non-existent persons. With some of these shadowy individuals, resident only in reiterated and constantly varied advertisements, we are as friendly as we are with the well-known characters in fiction; they are familiar in our mouths as household words; and we follow their adventures with unfailing and unflagging interest. It would never surprise us to learn that Sunny Jim had long ago made a runaway match with Phoebe Snow; that the offspring of this secret union, after "blackening up," had won fame on their own account as the Gold Dust Twins; and that the whole family had settled at last in Spotless Town.

So forcibly have these personalities impressed themselves upon our attention that we do not necessarily associate them with the specific wares which they sprang into being to advertise; and in so far as this is the case, we cannot but fear that their creators may have overshot the mark. This is, however, a mishap which the adroit artist in advertising is generally able to avoid. We are in no danger of separating the word kodak from the photographic apparatus it designates; indeed, we are more likely to accept this specific word as a generic term large enough in its application to include all the rival cameras of a similar portability. We may almost assert that kodak is winning acceptance as a word in good standing in English, even if it also serves as the trade-mark of the manufacturer whose product it identifies. It has already passed from English into French and into German; and the globe-trotting American is able to purchase a kodak and any of its kodakcessories almost anywhere in the world.

What should have been prefixed to this rambling disquisition is a copy of verses which I found in the flotsam and jetsam of jour-

nalism, credited only to a nameless exchange. I do not know, therefore, where it originally appeared or to whom the honor of its authorship should be ascribed. It may have been the product of the pen of that ubiquitous Mr. Anon, who is perhaps the most constant of contributors to unidentified exchanges. It was simply and boldly entitled "Ode"; and, as will be seen, it had a full Horatian flavor. Read aloud, with due emphasis and with proper respect for its lordly rhythm, it is undeniably possessed of a sonorous dignity. Perhaps there would be excess of praise if the suggestion were ventured that it sounded a little as if Horace himself had composed it, in some lost language of the past, possibly Etruscan, undecipherable until some patient explorer shall discover its Rosetta Stone. The fourth line, for example, Postum nabisco, has the very cadence of Horace's Fusce pharetra.

#### ODE

Chipeco thermos dioxygen, temco sonora  
tuxedo  
Resinol fiat bacardi, camera ansco  
wheatena;  
Antiakid pebeco calox, oleo tyco barom-  
eter  
Postum nabisco!

Prestolight, arco congoleum, karo alumini-  
num kryptok;  
Crisco balopticon lysiol, jello bellans, car-  
borundum!  
Ampico clysmic swoboda, pantasote necco  
britannica  
Encyclopedia?

When we undertake to analyze the vocabulary of this delectable specimen of neoclassic versification, we discover that less than a dozen of its words are recorded in the dictionaries of English: aluminum, barometer, Britannica, camera, carborundum, dioxygen, encyclopedia and tuxedo. Two of these may be only doubtfully English, since carborundum—superbly suggestive of the oretund Latin gerund—is the name given by its American inventor to a product so useful that it is exported to manufacturers throughout the world; and tuxedo is the name generally bestowed by Americans on the article of apparel which the British prefer to

Number 5

## Why South Bend Ind?

South Bend's is a buying public, interested in the best bargains available but always glad to pay for quality merchandise. The buying power which keeps South Bend's percentage above 100 comes from all sections of the prosperous Northern Indiana-Southern Michigan Trade Territory, with its radius of 1000 square miles.

*Business is Good in South Bend*

## Why the News-Times?

In the month of April the News-Times exceeded its contemporary *in classified advertising alone 49,714 lines*. This leadership was exemplified in both the South Bend and Mishawaka classified columns. At the same time, the News-Times *exceeded in display advertising 46,298 lines*. Men who want to reach the buying power of the Northern Indiana-Southern Michigan Trade Territory, prefer the South Bend News-Times.

*No Duplication of Circulation Guaranteed*

## SOUTH BEND NEWS-TIMES

Daily

Sunday

Applicant for Membership in A. B. C.

J. M. STEPHENSON, Publisher      W. R. ARMSTRONG, Advertising Mgr.

Foreign Representatives

CONE, HUNTON & WOODMAN, INC.

Chicago      New York      Detroit      Atlanta      Kansas City

call a dinner-jacket. With the exception of fiat, the name of an Italian motor-car, made by the Fabbrica Italiano Automobili Torino, all the other words are to be credited to the ingenuity of the American advertiser; and at least one-half of them, familiar as they may be to us on this side of the Western Ocean, are not yet known to our kin across the sea.

To identify the majority of these trade-marks would be an excellent test of observation and of memory. First of all, we may single out a group of words artfully compounded to designate novelties of food and drink; clysmic, crisco, jello, karo, nabisco, necco, postum, and wheatena. And it is with surprise that we note the absence of uneeda, which we were justified in expecting to find here in company with its fellows, many of them less indelibly imprinted on our memories. Of most of these words the origin is not a little obscure, although we perceive that postum perpetuates the name of its maker, and that nabisco is a foreshortening of National Biscuit Company. Jello is plainly intended to suggest jelly.

Second, we descry a group of words put together to provide names for articles of the toilet and of the household: ampico, ansco, halopticon, calox, congo-leum, lysol, kryptok, oleo, pebeco, resinol, sonora, and thermos. Here again we miss kodak and sapolio, perhaps because they failed to fit into the meter. When we seek the materials out of which these words have been made, we cannot blunder if we decide that oleo harks back to the Latin, and thermos to the Greek; and we can surmise that ampico is a summary telescoping of American Piano Company.

Third, and less numerous, is the group of names for patented and protected accessories of the automobile; anti-skid, pantasoté, and prest-o-lite, a group far smaller that we should have expected to find in the prevailing effulgence of automobile advertising.

As for the remainder of these hand-made words, I must confess

that I am at a loss to suggest any satisfactory classification. Indeed, I do not identify all of them, although there are none with which I feel myself absolutely unfamiliar. I believe, however, that swoboda is a name belonging to or assumed by an exponent of physical culture, and intended to designate the specific exercises which he recommends. One or another of the rest of these more or less felicitous examples of trade nomenclature may have been made up to individualize an edible or a potable, a toilet preparation or an automobile accessory, a camera or a player-piano. Their origin may be abandoned to the researches of linguistic investigators more patient and more persevering than I am.

I have already noted that nearly all the artificial vocables, whose dexterous collocation lends to this Horatian ode its ample sonority, are of domestic manufacture. Only a very few of them would evoke recognition from an Englishman; and what a Frenchman or a German would make out of the eight lines, it is beyond human power even to conjecture. Corresponding words have been devised in France and in Germany, but only infrequently; and apparently the invention of trade-mark names is not a customary procedure on the part of foreign advertisers. The British, although less affluent in this respect than we are, seem to be a little more inclined to employ the device than their competitors on the Continent. Every American, traveling on the railways which converge upon London, must have experienced a difficulty in discovering whether the station at which his train has paused is Stoke Pogis or Bovril, Chipping Norton or Mazzawattee. None the less is it safe to say that the concoction of a similar ode by the aid of the trade-mark words invented in the British Isles would be a task of great difficulty on account of the paucity of terms sufficiently artificial to bestow the exotic remoteness which is accountable for the fragrant aroma of the American ode.

Many of the incessant accretions to our constantly expanding speech have been the result of happy accidents and have slipped into general circulation without comment or resistance. They may have been derived from the place where the thing they describe originated; like currants (from Corinth), and cambric (from Cambrai). They may have kept the name of the originator of the object they designate, like sandwich and gatling, or they may preserve the name of the first user of the article, like cardigan and sontag. But the new words devised by the advertising agents are not accidental or fortuitous in their genesis; they are the result of volition; and the maker of each of them knew what he was doing and did it with malice prepense. Balopticon and kryptic, for instance, do not fall as trippingly upon the ear, and therefore do not as readily affix themselves to the memory as do kodak and crisco, uneeda and calox.

As poetry ought to be simple, sensuous and passionate, so an artistically compounded trademark word ought to be simple, euphonious and emphatic; and perhaps emphasis is the most necessary of these three qualities. The advertisers have mastered one of the secrets of persuasion; they are unhesitatingly bold in assertion; but they are not too bold. They seek rather to coax or cajole us than to command and compel us to purchase the wares they are vending. More often than not there is a sweet reasonableness in their appeal; their attitude is altruistic rather than selfish; they are advising us for our own good. They intimate that if we are wise we will heed their monitions and let ourselves be guided by their counsel. Their modest frankness is engaging; and it inclines us to believe in their honesty.

This, indeed, is one of the advantages of the more recent development of the advertising art: it makes for honesty. It pays to advertise—but only when the object advertised is good of its

kind and reasonable in its price. It does not pay to push an article with which the purchaser will be disappointed. The buyer must get his money's worth; he must be satisfied with his bargain and more than satisfied or he will not repeat his purchase. The aim of the advertiser is to create a habit. The plausible advertisement can make only the first sale; and the subsequent sales on which the maker relies for his profit depend on the value of the article itself. You cannot fool all the people all the time, and it is safe to say that anything which has been widely advertised for a succession of years must have merit, even if it may not be all that is claimed for it.

In most cases, however, the advertiser is careful not to overstate his case; rather does he understate it. Not for him are the flamboyant alliterations and the polychrome adjectives of a three-ringed circus. He shrinks from excessive self-exhibition; in fact, he seeks to be unobtrusive, strange as this suggestion may seem. He tries to focus the attention of the possible purchasers on his clear and simple statement of the merits of the article he is vaunting without forcing them to observe the constructive skill with which his statement has been made. He strives to attain the art that conceals art, thus insinuating himself into the confidence of the public. Honesty is not only the best policy but it is the only policy which makes possible the success of a persistent advertising campaign.

The result of this combination of honesty and enterprise is that the American citizen and the American household are now buying an immense variety of things manufactured and distributed by the national advertiser, as they are called to distinguish them from the local merchants who can appeal only to the dwellers in their own more or less restricted areas. Probably very few of us have ever taken the trouble to count up the number of different articles daily delivered at our

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**A**NOTHER one of the many advantages of a good Business Paper is that its readers include practically all of the buying powers in the field in which it circulates.

This paper places your goods directly before the men who are prospective purchasers. It is this sort of advertising that produces results.

Serving the retail furniture and home-furnishings merchandisers exclusively, *The Grand Rapids Furniture Record* is read by a substantial majority of all these retailers rated at \$10,000 and over.

Upon request our Service Department will gladly submit an unbiased report on your product as it may be merchandised in this field.

*An A. B. C. and A. B. P. Medium.*

## The Grand Rapids Furniture Record Grand Rapids, Michigan

Victor B. Baer Co.,  
1265 Broadway,  
Room 804,  
New York City

Edward R. Ford Co.,  
53 W. Jackson Blvd.,  
Chicago, Ill.

Sam Leavick,  
924 Union Trust Bldg.,  
Cincinnati, Ohio

# THE Syracuse Sunday Herald

The Big, Dominating Sunday Newspaper of  
Central New York State

## *Circulation*

83,157 average for the six months' period ending Mar. 31, 1922. 32,000 city circulation in a city of 36,000 families. Central New York State towns blanketed with a circulation of from 500 to 4,238 in twenty-four of these towns.

## *Advertising*

### 1921 Sunday Advertising Comparison

	HERALD	POST STANDARD
	LINES	LINES
Total Sunday Local . . .	1,772,043	1,260,196
Total Sunday Foreign . .	299,208	213,381
Total Sunday Automobile	441,553	309,022
Total Sunday Classified .	327,992	238,588
 Total Sunday Advertising	 2,840,796	 2,021,187

## *Rotogravure*

THE SUNDAY HERALD has an eight-page, exceedingly attractive and well printed and edited rotogravure section. This section is completely made up by The Herald's own Art Department.

THE SUNDAY HERALD gives an advertiser using their rotogravure section a complete coverage of Central New York State.

### *Special Representatives*

## Prudden, King & Prudden, Inc.

286 Fifth Ave.  
New York City

Globe Bldg.  
Boston

Steger Bldg.  
Chicago

doors on order which are the direct or indirect result of advertising. Even in staple articles of food, cereals, for example, we purchase package goods (warranted by the advertiser) in preference to the old-fashioned buying in bulk in which we had to rely on the integrity of the retailer. We do not now order a pound of oatmeal or of crackers; we specify the special brand which comes in a special container, and we thus assure ourselves as to quality and as to cleanliness.

A century ago, not long after the end of the long Napoleonic wars, when Great Britain was staggering under a huge burden of debt, Sydney Smith wrote an article in which he set forth the unescapable incidence of taxation which every Englishman had to bear at every moment of his life from the cradle to the grave. It would be possible to paraphrase this famous passage and to show the American as subject now to advertisement as the Englishman then was to taxation. The American, after sleeping on an advertised mattress, gets out of an advertised bed and stands on an advertised carpet. In the bathroom he uses an advertised soap and an advertised toothpaste. He puts on his advertised shoes and his advertised suit of clothes. His breakfast, prepared with the aid of an advertised kitchen-cabinet and an advertised stove, probably includes an advertised fruit, fresh or canned, an advertised cereal, and an advertised coffee. He takes his advertised hat and goes to his office, where he sits at his advertised desk. His letters are preserved in an advertised file, and his answers to them are printed on an advertised typewriter. And there is scarcely a moment of the day, from dawn to darkness, when he is not engaged in work or play, made possible or more convenient by the use of advertised devices of one sort or another.

It may be going a little too far to suggest that advertising is one of the evidences of a high degree of civilization. Advertising is a

very modern art, perhaps the youngest of them; the Greeks knew it not, and the Latins were in little better case—although they did scratch their graffiti on the walls of Pompeii. Even now the Chinese have not attained it, added testimony that their millennial culture is sadly backward. Perhaps there is even a hint of boastfulness in the suggestion that advertising may serve as an index of culture when this suggestion is made by an American, since it is among us that the art flourishes most luxuriantly. But there is no vainglory in our pointing with pride to the fact that only on this side of the Atlantic could a bard find a sufficiency of resonant trade-marks wherewith to build his ode, lofty in its aspiration even if it is likely to be less enduring than brass.

### William M. Bostwick Goes to Pittsburgh

William M. Bostwick has resigned as publicity agent of the Hydro-Electric Power Commission of Ontario, Toronto, to take charge of advertising and publicity for the West Penn Power Company, of Pittsburgh, Pa. He was previously with the Frank A. Munsey Company and associate editor of the *Hardware Age*.

### Canadian Newspaper Campaign for Hatchway Underwear

The Woods Underwear Company, Toronto, Canadian manufacturer of Hatchway No-Button Underwear, has placed its account with R. C. Smith & Son, Limited, Toronto advertising agency. Space is being taken in newspapers of Canada, and the copy is featuring dealers' names.

### Detroit "Times" Appoints Harry M. Bitner

Harry M. Bitner, who has been managing editor of the Pittsburgh *Press*, has been appointed editor-in-chief of the Detroit *Times*. He will be responsible for both the editorial and circulation departments.

### Philadelphia Agency Obtains Quilt Account

The Tracy-Parry Company, Inc., Philadelphia and New York, has secured the account of the R. Blankenburg Company, Philadelphia, manufacturer of the Olympia line of bed quilts.

## Two Canadian News-paper Associations Meet

**Press Association and Newspaper Publishers Association Meet in Annual Session at Toronto—Publishers Pass Resolution of Approval of Commission System of Remuneration**

THE annual meetings of two Canadian newspaper associations were held last week. The Canadian Press Limited, a co-operative and mutual organization of daily paper publishers of Canada, held its convention at Toronto on May 2. The Canadian Daily Newspaper Association had a two-day meeting on May 3 and 4 at Toronto.

The report of the president of the Canadian Press Limited submitted at the meeting recorded an improvement in news service. The association authorized an assessment to provide for increased cable service to London, and an application for a new charter which will grant it increased powers and which will provide for a change of name. The new name of the association will be "The Canadian Press."

The directors of the association elected at the close of the annual meeting are: Nova Scotia, G. Fred Pearson, Halifax *Chronicle*; New Brunswick, F. B. Ellis, St. John *Globe*; Ontario and Quebec, H. Gagnon, Quebec City *Le Soleil*, John Scott, Montreal *Gazette*; E. J. Archibald, Montreal *Star*; E. Norman Smith, Ottawa *Journal*; W. J. Wilkinson, Toronto *Mail and Empire*; Irving E. Robertson, Toronto *Telegram*; W. J. McNair, Hamilton *Herald*; T. H. Preston, Brantford *Expositor*; Manitoba, E. H. Macklin, Winnipeg *Manitoba Free Press*; Vernon Knowles, Winnipeg *Tribune*; Saskatchewan, Burford Hooke, Regina *Leader*; Alberta, P. H. Woods, Calgary *Herald*; British Columbia, C. F. Crandall, Vancouver *World*.

At a subsequent meeting of directors, officers for the year were elected as follows: President, E. Norman Smith; first

vice-president, E. H. Macklin; second vice-president, G. Fred Pearson; J. F. B. Livesay, general manager, was elected secretary.

A. R. Ford, London *Free Press*, and W. J. Wilkinson were re-elected respectively chairmen of the evening and morning paper sections of Ontario and Quebec division.

The Canadian Daily Newspaper Association's convention, which was attended by more than sixty publishers, gave its attention chiefly to labor, advertising and postal questions. The report submitted by the retiring president, J. E. Atkinson of the Toronto *Star*, expressed gratification with conditions during the past year.

### APPROVES AGENCY COMMISSION SYSTEM

After a discussion of requirements for agency recognition the association passed the following resolution in which it expressed its approval of the existing commission system of remuneration for advertising agencies and its disapproval of the splitting of commissions by agencies:

The existing commission system having been proved sound and productive and of great benefit to the advertiser and publisher, the rebating of the commission in any form, directly or indirectly, by the advertising agent with the advertiser is considered to be destructive to the best interest of the advertiser, the publisher and the agent should not be permitted to continue. The applicant for recognition shall agree that if recognition be granted such recognition may be withdrawn or such other action taken as the association in its discretion may decide, at a general meeting of the membership, if at any time it shall be proved to the satisfaction of the association that the applicant has rebated to any of its clients, to any person in the employ of any of its clients or any other person, either directly or indirectly, any portion of the commission or cash discount, if any, received from publishers. This shall be interpreted as precluding the payment, either directly or indirectly, of all or any portion of the salary of any employee of a client or the permanent or temporary attachment of any of the agency's employees to the staff of any of its clients; and as requiring the agency to collect from the advertiser for all drawings, etchings, typesetting, plates, shipping, etc., and any other work that may be done for the advertiser in addition to the actual preparation of copy for the advertisements in the publications, and the actual handling of the business with the publications.

It is not how much  
you spend for space  
but how you use  
the space that  
counts



Gardner-Glen Buck Company *Advertising*  
New York Chicago Saint Louis

## Big Sales Are Built on Practical Ideas PRINTERS' INK MONTHLY FOR MAY

Shows You the Big Ideas That Have Made Sales  
for Other Executives—and How You Can  
Apply Those Ideas to Your Business

### "Advertising That Brings New Youth to an Old Industry"

During the past decade the solid silver business of the United States has been suffering from a slump. The reason for this was that the buying public did not know what solid silver is. Solid and Sterling may be synonymous in the minds of the makers of fine silverware—but they haven't been in the minds of consumers. About a year ago the International Silver Company set about it to eradicate this misapprehension. It succeeded because it found an advertising angle that drove its message home. Solid silver sales have jumped. An industry is finding a new youth. In this story by R. R. Updegraff there are many pertinent suggestions for the executive who is interested in advertising and sales.

### "Durham-Duplex 'Priceless' Sales Invite the Public to Fix Prices"

The Durham-Duplex Razor Company sells its product in one of the most competitive fields of business. Faced by price cuts and foreign competition this company decided to go out and open up new accounts on which to build new sales. The weapon used was the "Priceless" sale. In other words, the company let the public say how much a Durham-Duplex razor should cost. The "Priceless" sales have been a success. They have furnished salesmen with the means of opening new dealer accounts, they have built up a big market for razor blades and they are getting for the company an increasing store of good-will. T. C. Sheehan, president of the company, tells how an unusual but practical idea expanded the Durham-Duplex market.

### "When the Buyers Set You Right"

The Liberty Mutual Insurance Company ran a piece of advertising copy that didn't pull. Instead of trying to figure out in its own office why this copy wouldn't pull, the company put the question up to the buyers of its commodity. The buyers gave the answer—and now the company can go forward along sure paths. The test was made with six different advertisements—and consumer preference was easily established. The company knows that the test succeeded because it can trace results in sales. What the test was and how it was applied were explained by an official of the company to Roy Dickinson, who describes it in an article illustrated by the advertisement that failed and the advertisement the buyers liked.

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### "Saturday Demonstrations—How Advertisers Use Them"

One of the most effective instruments a sales force can use is the Saturday demonstration. It gets new accounts, makes more sales and builds good-will among retailers and buyers. A number of big manufacturers have worked out the science of the Saturday demonstration so that it has become an integral part of their sales plans. John Allen Murphy tells of a number of these plans and shows how they have worked out successfully. It is a story packed full of suggestions to both the manufacturer who has a hold on his market and the one who is looking for other methods of establishing his product.

### "Educating the Dealer by Instructing His Sales Force"

For some time executives have realized that the retail clerk can be either a brake or an accelerator when it comes to making sales. Some companies have originated plans for getting the co-operation of the retail clerk—while others have gone after the clerk through the dealer. The House of Kuppenheimer is going after the retailer and the clerk together by means of its course in retail selling. The secret of the success of this course is that, while it teaches the clerk to sell more Kuppenheimer clothes, it also teaches him to be a better salesman in every line. The course is explained by C. M. Harrison in an article that is significant to the executive who realizes that the clerk is a big factor in sales.

Among the 20 other articles in the May *Monthly* are

Car Card Campaign Visualized for Dealers

Personalizing Mail Orders—Christening the Catalogue

Mail Campaign That Netted 51 2-7% Increased Sales

The Package That Gets Reorders—Salesmen and Credits

*In Printers' Ink Monthly executives who are interested in the practical side of sales and advertising are finding many suggestions that can be applied directly to their business. Which explains why they read the Monthly so carefully. This also explains why advertisers are finding the Monthly an increasingly profitable medium.*

# PRINTERS' INK MONTHLY

25 cents a copy      \$2.00 a year

185 Madison Avenue

New York

E. Desbarats of the Canadian Association of Advertising Agencies, and James O'Shaughnessy, secretary of the American Association of Advertising Agencies addressed the newspaper publishers. R. W. Ashcroft of Ames-Holden-McCready, W. M. MacKay of Lever Brothers, and B. E. Reher, "Society Brand Clothes," all representing the Association of Canadian Advertisers, also addressed the convention.

The new officers of the association are: Past President, J. E. Atkinson, *Toronto Star*; president, F. J. Burd, *Vancouver Province*; vice-president, T. H. Preston, *Brantford Expositor*; treasurer, N. T. Bowman, *Toronto Telegram*; directors, F. B. Ellis, *St. John Globe*; W. H. Dennis, *Halifax Herald*; Florian Fortan, *L'Evenement*, Quebec; L. J. Tarte, *La Patrie*, Montreal; Lord Atholstan, *Montreal Star*; P. D. Ross, *Ottawa Journal*; G. E. Scroggie, *Toronto Mail and Empire*; R. M. Glover, *Peterboro Examiner*; W. J. Taylor, *Woodstock Sentinel-Review*; R. B. Harris, *Hamilton Herald*; E. H. Macklin, *Winnipeg Free Press*; C. A. Elvin, *Saskatoon Star and Phoenix*; J. H. Woods, *Calgary Herald*; F. F. Payne, *Nelson News*.

Special committees appointed after the election of officers are:

Executive committee: F. J. Burd, *Vancouver Province*; J. E. Atkinson, *Toronto Star*; N. T. Bowman, *Toronto Telegram*; T. H. Preston, *Brantford Expositor*; P. D. Ross, *Ottawa Journal*.

Chairmen of committees: Advertising Policy and Promotion Committee, H. B. Nuir, London, Ont., Advertising Policy; W. B. Preston, *Brantford Expositor*; Promotion Circulation, W. F. Argue, *Toronto Star*; Cost and Records, P. I. Ker, *Hamilton Spectator*; Labor, J. R. Henderson, *Montreal Gazette*; Paper, Hon. Frank Carrel, *Quebec Telegraph*, and Postal and Parliamentary, Col. R. F. Parkinson, *Ottawa Journal*.

Arthur Partridge was appointed manager and secretary of

the association. He succeeds William Wallace, now with the *Toronto Star*. Mr. Partridge was formerly with the Rochester, N. Y., *Post-Express*. He joined the association last June as advertising and promotion manager.

### Chicago Agency Becomes David C. Thomas Co.

Thomas, O'Brien & Coleman, Inc., Chicago advertising agency, has changed its name to the David C. Thomas Company. Howard V. O'Brien and John Coleman, Jr., will continue to be actively associated with the company. The following companies have placed their advertising accounts with the David C. Thomas Company: Marinello Company, La Crosse, Wis., manufacturer of toilet preparations; The Nagel Chase Manufacturing Company, Chicago, maker of kerosene lamps; The "New-Way" Motor Company, Lansing, Mich., manufacturer of motors; H. D. Fellows Company, Chicago, investment and bond house and Charles Weegham Corporation, Chicago, operating chain restaurants.

### Old German Treaty on Patents Revived

Secretary of State Hughes has sent instructions to Ambassador Houghton at Berlin to notify the German Government that, under the terms of the peace treaty with Germany, the Patent convention entered into with Germany in 1909 will be revived.

Under the terms of the separate treaty of peace with Germany, it was stipulated that any of the commercial treaties between the two countries in effect upon the declaration of war against Germany might be revived within six weeks after the signing of the separate peace treaty. The time limit for serving such notice of revival would have expired on May 11.

### W. F. Therkildson with Farm Organization

W. F. Therkildson, recently vice-president of Critchfield & Co., advertising agency, New York, has been made vice-president and general manager of the North Carolina Farms Co., Nev Holland, N. C.

Mr. Therkildson was with W. Atlee Burpee & Co., Philadelphia, and with N. W. Ayer & Son before he joined Critchfield & Co.

### Carl Percy Leaves Displays Company

Carl Percy, recently president of the Displays Company, Inc., dealer-promotion plans, New York, has organized Carl Percy, Inc., at New York, and will make window and store displays. He has disposed of his interests in the Displays Company.

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**THE  
ERICKSON COMPANY**  
*Advertising*

**381 FOURTH AVENUE, NEW YORK**



*If you want to know about our work, watch  
the advertising of the following products:*

BON AMI  
CONGOLEUM RUGS  
VALSPAR VARNISH  
INTERWOVEN SOCKS  
GRINNELL SPRINKLERS  
WELLSWORTH GLASSES  
McCUTCHEON LINENS  
BARRETT EVERLASTIC ROOFINGS  
PETER SCHUYLER CIGARS  
TERRA COTTA  
TARVIA  
IMPORTERS & TRADERS NATIONAL BANK  
WALLACE SILVER  
CARBOSOTA  
NEW-SKIN  
BERNHARD ULMANN CO.  
(ART NEEDLEWORK PRODUCTS)  
CONVERSE RUBBER SHOE COMPANY  
BARRETT SPECIFICATION ROOFS

*What we've done for others we can do for you.*



SOME big advertisers believe that painted  
be used for general publicity or for the  
public. This design is an indication of what  
medium when the advertising is placed in the  
who know how to create and reproduce it  
Walls and Bulletins.

The O.J. Gage Co.

Outdoor Advertising Everywhere

Chicago

St. Louis

Cleveland

Philadelphia

Cincinnati

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The O.J. Gage Co.

Veilx  
Silk Gloves  
Silk Underwear

e that painted display advertising can only  
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J. Gage Co., N.Y.

Advertising Everywhere

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Cincinnati

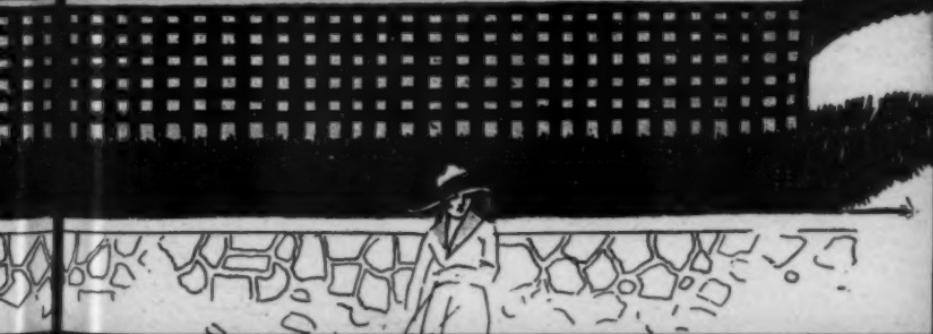
Richmond  
Pittsburgh

Providence  
Atlanta

O.J. Gage Co., N.Y.

I wear them because  
I love nice things

VAN RAALTE  
*Silk Stockings*



# *One of the Largest*

and best known of the mail-order advertisers (name on application) has received results from their announcement in THE TRIO that were surprisingly good.

Naturally this advertiser is glad to have discovered a medium that will insure for him so favorable and profitable an introduction to a million desirable homes.

It is publications of definite purpose like THE TRIO—with their intimate family contact and commanding the confidence that comes only from years of service—that are standing the advertising test these days.

*The advertising gain for the first four months of 1922 is 26%.*

## **THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY**

**David C. Cook Publishing Company, Elgin, Illinois**

WESLEY E. FARNILOE, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York  
Ronald C. Campbell, 326 W. Madison St., Chicago  
Sam Dennis, Globe-Democrat Building, St. Louis

**"Cook's WEEKLY TRIO: A MILLION BOYS AND GIRLS"**

THE MEN AND WOMEN OF TOMORROW

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

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No

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# Winning the Farmer with Fact Copy

No Class of Prospect Is More Receptive if You Talk to Him in His Own Language

By A. L. Townsend

AFTER repeated failures in advertising varnish to farmers, a manufacturer received a suggestion from an outsider that made one campaign a great success. "In almost every farm home," said this man, "there is furniture, long discarded, stored in the attic, that is really valuable. Much of it belongs to the heirloom variety and has value in the antique market. Tell these people that they have a precious heritage in this furniture. Show them how to make profit out of what they thought worthless. And they will buy your varnish."

The advertising manager of the firm, before accepting the suggestion, took a three-weeks' automobile tour through one section of the State of Pennsylvania. What he saw amazed him. Pieces of furniture were left out in all kinds of weather, in exposed sheds. Many pieces could never be duplicated. They were, indeed, antiques, lacking only a coat of varnish and reupholstery. Every attic concealed wonderful bargains.

And so the campaign was started.

The advertising went on to tell, step by step, how farmers could put many an extra penny into their pocketbooks by getting such pieces of furniture into shape, mending and varnishing and displaying at auction rooms or allowing them to be seen by persons who were only too eager to secure genuine antiques.

The farmer has small patience with city talk and nice generalities. If there is one man who wants to be talked to in his own keenly professional language, it is the man who tills the soil. He is only too willing to believe that many who advertise to him are

ignorant of his needs, his problems and his business sense.

The advertising artist has well-nigh exhausted all of the stock illustrations for various phases of farm life. He has used these extensively because he either knew them superficially in advance or had recourse to conventional photographs only.

The farmer, in the meanwhile, has no end of other subjects with which he comes in daily contact.

The farmer is a busy man, but he will always take time to "try out ideas." It is natural for him to want to do it. He is by nature an investigator, beginning with his very crops and the weather. There are evenings, and winter days, when simple tests interest him deeply. Moreover, the offer of a test seems to impress him as an honest approach. It leaves the matter for him to decide. He is not asked to accept the advertiser's word for it.

## FARMERS LIKE TESTS

Colonial salt is a salt prepared specially for farm use. But there is heavy competition in the sale of such salt and advertising is compelled to roll up its sleeves and go to work. Just telling the farmer that a certain salt is superior gets nowhere. Allow him to prove what you say—for himself.

The Colonial Salt Company does it by suggesting an interesting test. An illustration puts it in simple picture form. The farmer is asked to fill two tumblers with water. Into one pour ordinary salt. Watch it. Whether of flake or granular texture, it dissolves slowly. This is because the flakes or crystals are hard and non-porous. Now see what happens when Colonial

salt is put into the next glass. It is made up of soft, porous flakes and it dissolves in a fifth to a fourth of the time. Salt is useless, he is told, until it dissolves. The farmer is the final arbiter. He does the testing for himself.

Take the Veedol Motor Oil test campaign in farm papers. The copy reads: "Buy a trial five-gallon can of the Veedol designated for your tractor. Drain your crank-case, then refill it with Veedol. Immediately you will notice a new power in your tractor, especially pronounced in the heavy going that has troubled you before." Then the text proceeds to talk farm, shop and tractor troubles, in rugged, homely language, without affectation or bombast. It is not fine writing, but it is very sincere writing.

The trouble seems to be, with some farm copy, that it labors over its form of expression and pays far too little attention to well-established technicalities and the vernacular of the business of farming.

And illustrations play no small part. More than one campaign has failed because its physical appearance and the technical features of its pictures were objectionable.

#### DE LAVAL KNOWS THE FARMERS

The De Laval Cream Separator Company has just issued a booklet to dairymen that serves as an excellent example of how to handle both text and illustrations. The basic theme is the fact story, supposedly of a young farmer and his wife, whose story is told, from the very beginning, to the point where success was attained.

Before the artist who illustrated the book started on his work he was supplied with material that would prevent him from making serious errors as to costumes, types of people shown, environment. In De Laval files were hundreds of actual photographs taken on dairy farms of men and women, houses, barns, scenery, cows, dairying processes, etc., all culled from places where the De Laval was installed.

A composite was made, it might almost be said, of a characteristic farm woman and a real dairy farmer. This meant watching such details as the weight of people, their stature, their way of carrying themselves, hair arrangement, hats, clothing, both inside and outside of the home, working garb, shoes, the costumes generally worn to town.

It was the desire of the advertiser that real people be pictured in real surroundings and to have realism reach such a degree that any dairymen and his wife might examine the book and see in the characters portrayed—themselves. There was more editing and censoring in the production of this one book than might be encountered in a far more formidable undertaking. Someone who knew examined every nook and corner of every picture. The smallest factors came in for just this sort of shrewd judgment. What of the library table? What of the phonograph in the corner? What of the lighting fixtures? What of the wall telephone as opposed to the modern telephone instrument? What of carpets and rugs? What of wallpaper, scenes through windows, the draperies at windows? Every question was carefully weighed by a man who had lived on a dairy farm and who knew.

In other words, he was so well-versed in such matters that he knew the farmer would resent either of two possible exaggerations or misrepresentations. If the home fittings, we will assume, were too imposing, too fastidious and of a character not customarily found in farm homes, then the prospect would resent the intimation. If, on the other hand, the fittings were too common, too homely, the same farmer might think that the "city-man advertiser" believed that dairymen were accustomed to living in hovels. A middle-ground was absolutely necessary.

And, of course, the same rules apply to all other details of such a booklet. The farmer is a close student of the characters that are supposed to be a replica of his

**Come to Milwaukee**  **June 11<sup>th</sup> to 15<sup>th</sup> 1922**

## **First - For Business**

Come to the Convention of the Associated Advertising Clubs of the World—FIRST—because it will be the biggest and most important business gathering in America.

Then, get into Wisconsin—because it has been **FIRST** in producing business for hundreds of leading national advertisers.

Visit this prize industrial and agricultural territory where—

—more than 482,000 wage earners are working in giant factories, many of which are the biggest in the country, making all types of products.

*—more than 371,000 city residents own their homes.*

—more than 82% of the entire population is native born.

—more than 308,000 persons in agricultural pursuits have made Wisconsin the first dairying State in the Union.

—more than 189,000 farms have a crop valuation in excess of \$445,-000,000.

*more* than \$277,000,000 represents the valuation of dairy products alone.

Thirty metropolitan, principal business-centers holding the greatest number of consumers and dealers in Wisconsin—and dominating the rich agricultural area—are influenced directly by papers in the Wisconsin Daily Newspaper League.

## 30 Massed Markets in

One minimum cost—together with valuable co-operation extended at headquarters enables you to move the purchases of Wisconsin—with one effort. Information that proves will be gladly sent upon request.

# Wisconsin Daily Newspaper League

H. H. BLISS, Secretary  
Janesville, Wisconsin

**Antigo Journal**  
**Appleton Post-Crescent**  
**Ashland Press**  
**Beaver Dam Citizen**  
**Berlin Journal**  
**Beloit News**  
**Chippewa Herald**  
**Eau Claire Leader**  
**Fond du Lac Commonwealth**  
**Green Bay Press Gazette**  
**Janesville Gazette**  
**Kenosha News**  
**La Crosse Tribune and Leader-Press**  
**Monroe Herald-News**



**Marinette Eagle-Star**  
**Merrill Herald**  
**Monroe Times**  
**Oshkosh Northwestern**  
**Portage Register-Democrat**  
**Racine Journal-News**  
**Rhinelander News**  
**Sheboygan Press-Telegram**  
**Stevens Point Journal**  
**Stoughton Courier-Hub**  
**Superior Telegram**  
**Watertown Times**  
**Waukesha Freeman**  
**Waupaca Record-Herald**  
**Wisconsin Rapids Tribune**  
**Wisconsin State Journal**

The NEW YORK EVENING POST announces the appointment of F. Porter Caruthers as Advertising Manager. Mr. Caruthers comes to the EVENING POST with twelve years successful newspaper advertising experience. For the past two years he has been Advertising Manager of the New York Tribune.

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New York Evening Post  
FOUNDED 1801

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class. He wonders just how well advertisers have succeeded in duplicating his peculiar environment.

If they fail he has small patience, for he starts off with the assumption that few people really appreciate or understand his business.

The De Laval book takes the reader through the early struggles of a man and wife on a dairy farm, and it is the wife who tells the story. Note with what great care, with what lack of affection certain portions of the text are written:

"I remember one afternoon we had some friends in from the city and they couldn't help telling me how surprised they were at our nice home." This, as a leader to a double-spread in the book, showing city callers at the farm and the proud wife showing the prosperity of the farm, the nice features of her home. In other words, the very idea is a tribute to the farm woman herself. As she reads, she recognizes that city people are being told, in so many words, that she has nothing to be ashamed of. Her home is as good as any.

As "literature," the writer of "fine copy" would smile indulgently over much of the farm copy written. He would maintain that it was unnecessarily crude and primitive. But its strength is very often in its quiet, unassuming form. It is never patronizing. It always assumes that the man who tills the soil is a person of real importance in the community.

Where the product is not technically one belonging to the farm and its operation, the problem becomes still more difficult. To interest the farmer things must be seen from his viewpoint and through his eyes. In other words, national medium copy would not interest him so much as copy written to fit his mood and his mode of living. Any comparisons that are drawn, any parallels made, must be familiar and born of the farm.

Take Colgate advertising in farm publications. No attempt is ever made to run to conventional

ideas. A special campaign is employed, filled with technicalities and mannerisms and local color. Here we see how it can be done:

"Unprofitable hens or 'boarer cows' are nowadays culled out. The scrub passes—the purebred remains. Likewise, in selecting a dentifrice for family use you have to choose between the 'culls' and the really worthwhile tooth cleansers. 'Cull' toothpastes may contain drugs for which impossible claims are made. Or they may contain harsh grit which scratches or scour the precious, protective enamel of the teeth."

And the illustrations are made to fit the spirit of the copy. In this particular advertisement, two hens were shown, a pure-bred fowl and a sickly one, with cross-marks boldly stroked across the latter. In every respect the display and its message was calculated to talk to this one classification of people in a language they understood.

Too much stress is put upon the "price" idea in writing copy to appeal to the farmer. He is susceptible to the same allurements of the city man, provided you put them in the correct light and in the glamor of his own environment.

What farm copy needs is a great deal more of the human quality, the get-together spirit, the campaign that helps solve problems and points out wise measures that he has possibly overlooked. To all of this the farmer will readily respond. It's all in the way it is done.

#### Chicago Agency Secures Razor Strop Account

The Tull-Carpenter Company, Chicago, manufacturer of the "Kit-strop," an automatic strop for safety razor blades, has placed its advertising account with the Alfred S. Lilly Company, Chicago agency.

#### Edward J. Robbins Joins Curtis Publishing Co.

Edward J. Robbins, formerly with the New York office of The Capper Farm Press, is now with the Curtis Publishing Company as a member of the New York sales staff of *The Country Gentleman*.

# National Advertising Gives the Benefit of Co-operative Buying

Vast Production, with Market Assured, Works for Lower Prices

By H. A. Groth

THE economic principle back of co-operative buying and selling is so thoroughly sound and is so completely represented by the nationally advertised product that it would seem to be high time for advertising men themselves to bring home to the American buying public the true economy of buying nationally advertised products.

The idea back of co-operative buying is, of course, to buy at a lower price by pooling a number of orders so as to create a larger order than would be represented by one individual buyer. The manufacturer is just as willing to accept this principle and have it followed out as is the ultimate consumer. The principle of co-operative buying simply means that 500, 1,000, 20,000 or 100,000 people grouped together agree to buy from a specific source a definite amount of merchandise at stated intervals. In doing this they may even eliminate from the purchase price retailers' profit, but the cost will still be governed by the quantity of manufactured output required to meet the needs of their co-operative group.

The advantages of co-operative buying of advertised products can be given to the consumer by a hundred thousand dealers without any direct business connection among them. They can get a better price in this way because the manufacturer is assured of a definite amount of business at stated intervals.

A manufacturer with a trademarked product going out in a national advertising campaign or a campaign to cover say, five, ten or fifteen States, plans his advertising, his selling, his distribution all in advance. He may have a certain number of units of his product on hand which show a very high cost per unit but he also has figures

from his engineering department that show him a reduction of a definite per cent in cost in case he can turn out 1,000 units per day. His records also show a further decrease in cost if he can turn out 2,000 per day, and so on through until he has reached the maximum point of efficiency.

By arranging his plan of advertising and distribution in advance, backed up with actual experience in merchandising, he reaches the conclusion that he will be able to organize, through his method of selling, a group of a half million, a million or perhaps ten million buyers who will be users or consumers of his product and he immediately puts his merchandise on the market on a cost basis per unit, based on a quantity output on which he is justified in figuring according to the extent of his selling plan. He passes on to the ultimate consumer the advantages of a co-operative group of buyers starting with the very first unit sold.

Advertising has perhaps done more than any other thing toward insuring the continuous employment of labor and toward establishing the greatest possible economy in the practice of buying and use of raw materials by creating a continuous, twelve month, year in and year out demand on the part of the consumer for advertised products.

## ADVERTISING INCREASES DEMAND AND LOWERS COST

There is perhaps more misunderstanding today regarding the *cost* of any particular article than there is in regard to any other factor in manufacturing and selling. The cost of a product continues to increase from the time the manufacturers start to make it until the customer buys it in small quantities—but just as soon

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# ADVERTISING

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## *Gaining Stability for Advertising*

SOME manufacturers consider advertising an extra sales expense to be indulged only when the exchequer is exceedingly prosperous.

BUT since advertising is a demonstrated selling force, it should be employed consistently and figured into the price of the article—not subject to fluctuation with varying conditions.

Thus an advertising appropriation whenever possible should be pro-rated to

each unit of sale. Correctly considered in this light, an advertising appropriation rarely becomes extravagant; and the advertising gains effectiveness because stabilized and continuous.

Consistent national advertising is the most economical "demonstrated selling force."

THE MOSS-CHASE CO., Niagara Life Bldg., Buffalo, N. Y.

# MOSS-CHASE



May 11, 1922

# Thousands More!



★The daily circulation of the Indianapolis Star for the month of April was 94,362 ~ 4,817 more than for the same month last year ★ The circulation of the Indianapolis Sunday Star for the month of April was 120,940 ~ an increase of 6,110 over April 1921. ★



The Indianapolis Sunday Star enjoys a greater circulation than any other Indianapolis Newspaper★

## The INDIANAPOLIS STAR

FOREIGN REPRESENTATIVES

Kelly-Smith Co.  
Marbridge Bldg. New York  
Lyton Bldg. Chicago.

R. J. Bidwell Co.  
742 Market St. San Francisco  
Times Bldg. Los Angeles

as there is a large, increasing, steady demand for the product the cost recedes.

The reason for this misunderstanding about cost is due to the fact that many have the notion that a product can be manufactured, and the minute it is manufactured, perpetual motion will carry it to the ultimate customer and insist on his buying it immediately without any further expense. That is a fallacy—a man can make one watch that would cost, if the factory was built to make just one—at least \$10,000 but if 10,000 of the same model be made, the watch can be produced for say \$50. Such is the power of co-operative or group buying.

Much of the progress in our entire system of business and living has been due to the organized sales and advertising plans through which buyers have been induced to take on responsibilities which otherwise they would not even have thought of. The man who says, and definitely makes up his mind, that he cannot be sold on anything, is bound to be a back number sooner or later.

The day is coming when advertising will establish the minimum quantity or group of customers which a manufacturer must build up if he expects to succeed. In fact that day is here now.

#### SYSTEM IS ELASTIC

The educational feature in national and local advertising has been a tremendous factor in stimulating business activities and improving our standard of living. Furthermore, through the system of establishing the practice and economic principle of co-operative buying through advertising, the ultimate buyer has the privilege at any time to change from one group to another. He is not indebted or bound by obligations of any kind any longer than he feels it is to his advantage. The co-operative buyer who makes himself part of a group of 100 or 1,000 or 1,000,000 people who will buy nothing except the particular article sold by the co-operative store of which he is a member, practically locks himself up so as not to be affected by new

ideas, new methods of service, not represented by this particular store.

The advantage of buying advertised products is first that you are getting the full advantage of the lower price due to the co-operative or group buying which insures a steady volume or output for that particular manufacturer. Second, you are privileged to consider at all times the suggestions about similar products made to you by other manufacturers and you can weigh the merits of one compared with the other and select the particular one that is best suited for your particular needs at the particular time when you want it and where you want it.

The manufacturer of a phonograph advertises his particular instrument, but in doing so he advertises also a certain amount of steel, a certain amount of wood and a certain amount of varnish and other products that are known in his factory as raw materials. When it comes to wages there is perhaps no other factor in the world that has done so much to increase and build up a higher rate of wages and steady employment than the systematic use and development of national advertising and modern merchandising efforts.

The manufacturer who goes out with a new product and advertises it to the world, not only makes a market for a certain quantity of raw materials that go into that particular article, but he also establishes new opportunities for thousands of laborers, many of whom develop into efficient mechanics and others into members of other departments of the organization and therefore earn a rate of pay much higher than they might have earned if that particular business had not been established.

Today we are able to specialize in our own particular line because we are living in such a highly developed co-operative period. In buying, the words clothes, hosiery, underwear, hats, gloves, furs, etc. are not at all sufficient for describing a desired purchase.

Never was the time so appro-

priate to build or extend a co-operative group of customers as the present. We are at the beginning of a new era. We have just passed through two years that have brought about changed conditions that mean new opportunities to exploit products of value through advertising, first by zones and then nationally.

The machinery for advertising is at the manufacturer's disposal on a more sound and economic basis than ever before. Now is the time to advertise nationally and by zones a product of real merit, if you have the capital to organize a large enough co-operative group of buyers to insure the ultimate consumer a real value for the price he pays.

### Mac Martin Writes Jefferson Thomas about Appropriation Percentages

MAC MARTIN ADVERTISING AGENCY  
MINNEAPOLIS, May 3, 1922.

DEAR MR. THOMAS:

This matter of trying to collect records of appropriation percentages compared with gross sales was a mania with me for nearly ten years. It started back in 1910, I believe. My first gems were three or four given me by Floyd Short, who was then with the Curtis Publishing Company in the Western office. He had no record of the year referred to.

For several years, every time I came in contact with a president of a big company or a big advertising manager I would ask him the leading question in relation to that percentage. Up to 1916 I had gathered fourteen of them and published them in one of our merchandising reports. I then began to get quite a number from different sources, and in the first edition of "Advertising Campaigns," published by the Alexander Hamilton Institute, I let nineteen loose. It was not long before I found these quoted everywhere and began to receive a great number of letters from competitors of these advertisers asking for more details.

Bob Mills, at one time advertising manager for the Great Northern, gave me the percentages for four railroads. At one time the list was read into the *Congressional Record* by the secretary of the Automobile Chamber of Commerce, who was trying to prove that automobile advertisers spent less in proportion to gross sales than the ordinary commercial advertiser.

Without specific dates and without a definite definition of what is embraced in the advertising appropriation, the percentage is of very little value. Yet everyone who has used these figures has

seemed to have employed them for some personal end and they have been running around so merrily that they have almost attained the position of the quotation from one commercial agency, nobody can find out who started it, to the effect that 84 per cent of all failures of last year (it's always last year, no matter when it's used) were among concerns that did not advertise.

I want here—now—to disclaim any fatherhood to any such figures and to say that I have abandoned my old collection years ago and am not anxious to see it again. If advertisers would give such figures by dates they would be very valuable, but the only practical way that I can see to obtain such figures is from records of advertising lineage used by different advertisers and the chance copying of annual statements to stockholders which some concerns issue from time to time.

Yours very truly,  
MAC MARTIN ADVERTISING AGENCY, INC.

MAC MARTIN,  
President.

### "Bringing Business Back," Affiliation Subject

The general topic of the Advertising Affiliation Convention, to be held at Cleveland May 26 and 27, will be "Bringing Business Back," based on practical experiences of men who are doing it. Among the speakers will be Herbert S. Tiley, president and general manager of Strawbridge & Clothier, Philadelphia; Wallace B. Donham, dean of the Harvard School of Business Administration; R. N. Fellows, advertising manager, The Addressograph Company Chicago; C. C. Parlin, Curtis Publishing Company; John B. Watson, J. Walter Thompson Company, New York; Marquis Regan, New York; Ed E. Personage, general manager, John Deere Wagon Works, Moline, Ill., and S. R. Latshaw, Butterick Publishing Company, New York.

### Art Directors and Artists Dine Together

The Art Directors' Club and the Guild of Free Lance Artists held a "Get Together" dinner at New York on the evening of May 4. Charles Dana Gibson acted as toastmaster, and the speakers were J. H. Chapin, president of the Art Directors' Club, C. B. Falls, president of the Guild, and W. A. Rogers. The object of the dinner was to bring about a closer co-operation between artists and buyers of art in New York City.

### Edwin E. Leason Remains as Advertising Manager

R. Van Raalte has joined the advertising department of the B. F. Sturtevant Company, Boston, as noted in a recent issue of PRINTERS' INK. He is not advertising manager of this company, however; Edwin E. Leason bears that title.

## *Dirt isn't attractive — but it's worth studying*

A scornful sniff would be our only reward if we could lay before the industrious, "dirt-chasing" housewives of past generations the article on "What is a Clean Home?" which

**C. E. A. Winslow**

Professor of the Department of Public Health, Yale University—a member of our Advisory Council for 1922—has written for *Modern Priscilla*.

Some housekeepers today might say, "Dirt is dirt, and Science can't make it anything else."

But over 600,000 *Priscillas*\* want to learn all they can about it—or any other subject that has to do with their profession of homemaking. Which accounts for the unusual editorial make-up of *Modern Priscilla*—

And explains why, as a medium for advertising food products and articles of home or family use, there is no "waste" in its circulation.

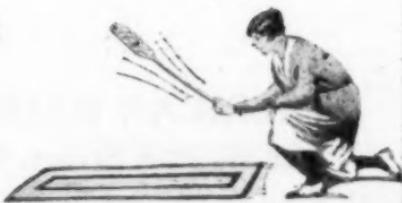
## **MODERN PRISCILLA**

New York

BOSTON

Chicago

\*PRISCILLA (fem. noun),  
one who delights in her  
home; good housekeeper.



The Radio Industry Is Big Enough  
to Be Represented by a Big Paper  
Devoted Exclusively to the Inter-  
ests of the Radio Trade

**—AMERICAN—  
RADIO JOURNAL**

Issued 1st and 15th of Each Month

Covers the national field  
A trade paper for the  
*Dealer, Manufacturer, Jobber*

If You Wish to Reach the Radio Industry Use a Paper that  
Is Entirely Devoted to the Radio Industry—15 Classes of  
Retail Stores Are Selling Radio Apparatus—The American  
Radio Journal Reaches Them All.

**AMERICAN RADIO JOURNAL**  
116 W. 39th Street, New York City

Telephone Fitzroy 3367

## Better Business Bureau for New York

THE National Vigilance Committee of the Associated Advertising Clubs of the World and the New York Advertising Club which for some time have planned to establish a Better Business Bureau in New York have taken the first step to bring such an organization into existence.

The New York Stock Exchange has endorsed a plan for such a bureau which these two organizations have submitted and has agreed to stand back of such bureau. The financial support and endorsement of other business associations and organizations and individual businesses will be sought.

The New York bureau will organize on exactly the same lines that bureaus in thirty-six other cities have been organized, save that provision will be made for the operation of the New York Bureau in two divisions: (1) A mercantile division, and (2) a financial division.

The plan which the New York Stock Exchange's Board of Governors has approved was first submitted to them by Herbert S. Houston, publisher of *Our World*, and chairman of the National Vigilance Committee of the Associated Clubs on April 7. Since that time Mr. Houston, together with Jerome Simmons, William P. Greene, and Harry D. Robbins, representing the National Vigilance Committee, and Russell R. Whitman, publisher of the New York *Commercial*, representing the New York Advertising Club, have had three meetings with the Board of Governors and special committees of the New York Stock Exchange for discussions of the plan.

The approval of the New York Stock Exchange was given at a meeting held on May 8. A committee of seven was appointed to carry out the organization plan at this meeting.

## "Eversharp" Pencil Brings Second Court Action

The Wahl Company, of Chicago, maker of "Eversharp," has brought a second court proceeding to protect its rights and its dealers against unfair competition.

On May 8 in an action which it brought against Max Cohen in Special Sessions Criminal Court in New York, Cohen pleaded guilty to a charge of false and misleading advertising. Sentence was reserved.

In bringing the action the Wahl Company complained that Cohen was misusing the registered name "Eversharp." He had filled the show window of a store at 1677 Broadway with an inferior mechanical pencil and had plastered the window so as to give the public the impression that he was selling "Eversharp" pencils for 19c.

## That Wall Street Flavor "Fully Paid and Non- Accessible"

The method adopted by a firm producing a patented article to raise capital for expansion has brought to Wall Street's notice a new and unique kind of security.

Literature has been sent out describing the business and its prospects when the capital becomes available. Accompanying the literature is a card marked "founders' card," which carries the notice that it is registered and not transferable. This is to be signed and returned if further information is desired.

Describing the company's capitalization, the circular sets forth that the shares are "fully paid and non-accessible." — *The Wall Street Journal*.

## W. R. Hill with Piggly- Wiggly Corporation

W. R. Hill, former sales manager of builders' hardware for The Yale & Towne Mfg. Co., and later sales and advertising manager of The Isko Company, is now vice-president and general manager of the New England Piggly-Wiggly Corporation, Boston.

## W. H. Walker Is Advanced

W. H. Walker, who has been connected with the M. F. Gould Company, New York advertising agency, for twelve years, and who was an account executive, has been advanced to the position of general field executive and confidential advisor.

## Grinnell Sprinkler Appoint- ment

J. Donald Pryor has been appointed manager of publicity and promotion of the Grinnell Company, Inc., sprinklers, Providence. He succeeds the late Henry A. Carpenter.

## Use Thrift Appeal in News-paper Copy

The Sheboygan Coaster and Wagon Works, Sheboygan, Wis., has seen an opportunity in its advertising to capitalize on the "cash and carry" appeal of retail stores and the desire of small boys to work and earn money by running errands.

The copy is headed "Cash and Carry" and reads as follows:

"It's fun to bring home the groceries when you own one of these racy, easy-running Sheboygan De Lux Auto Speedsters. And you can pick up many a quarter running errands for the neighbors, delivering parcels for the corner druggist or carrying papers after school with this classy coaster."

Then comes a description of the company's 1922 sporting model Auto-Speedster and a picture of one full of packages which is being operated by a small boy.

## Studebaker Report Shows Big Gain

A. R. Erskine, president of the Studebaker Corporation, South Bend, Ind., in a statement issued after a meeting of the directors, said that the corporation's production for the first quarter was 26,665 cars, an increase of 143 per cent over last year. Sales were 22,801 cars an increase of 96 per cent, and net profits before taxes \$4,575,836.69, an increase of 116 per cent over last year.

## William E. Prickett Joins Maley Agency, Chicago

William E. Prickett, formerly engaged in advertising in New York and more recently art director with Erwin-Wasey & Co., Chicago advertising agency, and with Critchfield & Company, in charge of copy, art and general production, has joined the Harry C. Maley Company, Chicago advertising agency.

## A New Window Shade Advertiser

The Columbia Mills, Inc., maker of Columbia window shades, New York, plans to advertise its product. This company has hitherto been a non-advertiser, save for a small campaign in 1914.

It has appointed The Erickson Company, New York, its advertising agent.

## M. S. Knight with "Retail Ledger"

M. S. Knight has resigned from Street & Finney, Inc., New York, to become advertising manager of the *Retail Ledger*, Philadelphia. He assumed his duties on May 1. Prior to joining Street & Finney, Mr. Knight was advertising director of the *Times-Dispatch Publishing Company* of Richmond Va.

## Shredded Wheat Advertises Its Advertising Plans

In a recent trade-paper advertisement, The Shredded Wheat Company says its advertising plans for 1922 are far-reaching. It requests that the trade co-operate in taking care of the new business thus created by keeping well-supplied with a fresh stock.

The copy emphasizes the value of the prestige that is developed for advertised goods, and under the heavy caption "Good-Will Is Property" calls attention to the fact that "During the past ten years in which manufacturers have sought to protect their business, the courts have shown a strong tendency to protect the 'good-will' which manufacturers have built up through years of advertising."

## Butler Brothers Publish Book to Aid Merchants

"Self-Service Advertising," is the title of a book for retail merchants which Butler Brothers, Chicago, wholesalers of general merchandise, have just prepared. The book is designed to help the busy dealer make his newspaper and circular advertising more effective. It is written by the advertising and merchandising staff of Butler Brothers and will be sent without charge to any merchant asking for it.

## Vig-Tor Axle Company, Cleveland, to Advertise

The Vig-Tor Axle Company, Cleveland, a new corporation headed by Viggo Torbenson, founder and former president of the Torbenson Axle Company, of that city, is planning an advertising campaign which will include newspapers and trade journals.

Lloyd W. Young, Cleveland advertising agency, has secured the account.

## C. N. Stevens Joins Philadelphia Agency

C. N. Stevens has joined the research department of the J. H. Cross Company, advertising agency of Philadelphia. Mr. Stevens was formerly connected with the merchandising department of the New York *American* and in a similar capacity with the Baltimore *Sun*.

## Joins Peck Agency

B. Balfour Haas, recently production manager of the Leaders Advertising Corp., is now assistant production manager of the Peck Advertising Agency, New York.

## Represents Royal Electrotype Co. in Boston

Frank Galvin has been appointed New England representative of the Royal Electrotype Company, of Philadelphia.

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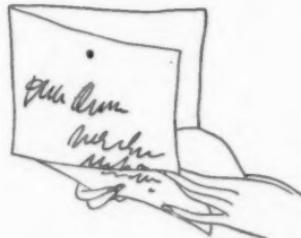
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## RALPH BARTON DEMONSTRATES

*PAPER is Part of the Picture;* it can sing and dance, be bright and sunny, seem French and charming. Ralph Barton proves it with *Strathmore De Luxe* paper, in THE STRATHMORE ARTISTS' SERIES.

— a new set of demonstrations of various Strathmore Expressive Papers by leading exponents of the graphic arts.

Write for the Barton book. STRATHMORE PAPER CO., MITTINEAGUE, MASS.

# STRATHMORE Expressive Papers



## Steamship Freight Rates Need Advertising

AMERICAN foreign trade is being harmed, E. S. Gregg, chief of the transportation division of the U. S. Department of Commerce, says, because steamship companies have not realized that they should advertise freight rates. Mr. Gregg urges such advertising in this statement:

"The average manufacturer in the interior, upon receiving an inquiry from a prospective customer in a foreign country, is unable to ascertain easily what the approximate cost of getting his goods abroad will be. Steamship rates, in general, are quoted only upon application and are subject to change without notice. There is no uniform classification of rates as between companies. Each line makes its own rules governing the acceptance and handling of freight. Other charges incident to shipment, such as storage, drayage, and wharfage, are equally difficult for the inland shipper to find out. Faced with all these uncertainties, the manufacturer considering a foreign market too frequently gives up and starts a more vigorous domestic sales campaign.

"By co-operative effort, the steamship companies serving our ports can be of material aid in eliminating the waste in the conduct of our foreign trade that results from unnecessary delays and expenses and from damaged and partially delivered goods, all of which can be traced to a lack of information. Any increase in our trade resulting from the diffusion of information will directly benefit shipping. The inland manufacturer generally must be attracted to foreign markets, and an effective way of doing this is to acquaint him with the shipping requirements, services, and rates to the competitive fields abroad.

"The ocean carriers could be of definite service to themselves and to shippers if they were to agree upon a uniform classification of commodities, establish uniform packing requirements for the acceptance of goods for shipment,

and publish and distribute widely the tariffs of liner or conference rates.

"So far as can be learned, only one American steamship company has a published classification of commodities from which it can easily be determined what rate applies to a particular article. Recent correspondence with the leading American steamship companies revealed that little attention is paid to packing requirements, only two lines reporting rules on this subject. The list of publications giving current ocean liner or conference rates on characteristic commodities is confined largely to one in New York, one in Philadelphia, and one in New Orleans.

"The present practice of supposed secrecy concerning ocean rates is more harmful than beneficial to our trade.

"If a conference makes a change in its rates, that change is known the next day by every nonconference line. The companies in the conference must quote the new rates to freight forwarders and shippers, who are also in touch with the companies not belonging to the conference. The inland shipper wants to know approximately what rates are in force, in order to determine the possibility of entering a foreign field. Sound business practice would cause him to get the rate definitely confirmed before closing a contract. If every time he wants to make an estimate he has to go to the trouble of getting a rate by mail or otherwise, the result too frequently is that he does not make the estimate.

"The requests received by this Bureau prove that such information is in demand. It is suggested that the steamship companies could get a vast amount of goodwill and could stimulate trade if they were to adopt and make public, uniform methods of classifying goods and uniform requirements for packing, and if approximate rates to the main competitive markets on the principal commodities were to be published and distributed widely. Such a procedure would be constructive and helpful advertising of the first rank."

11, 1922

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# Introducing—



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Covering the Greatest  
Revenue Producing  
Unit of the Automotive  
Industry

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# first issue hits the 70 pages of advertising

*9,500 paid in advance \$2.00 per car  
the greatest revenue producing unit  
this unit is in a healthy condition  
is producing, has the market*

## A Tremendous Market—

Motor Cab Transportation was formerly a luxury, but now is a necessity, ranking with the street car, the telephone, the electric light and other city service.

One single cab company travels its cabs a distance equal to six times around the earth every twenty-four hours, and is buying cabs, tires, chains, gasoline, oils, greases, paints, varnishes, accessories and garage and office equipment to run seventy million cab miles in 1922.

Operators in the taxicab industry buy as much as 500,000 individual car owners, and this market is increasing amazingly.

Wide-awake selling organizations are aware of the vast market presented in the cab field and the keenest men in the automotive and allied industries are going to capture this market for themselves.



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## — plus a Multiple Influence

Because taxicabs are subjected to hard usage and are operated for profit, they are the proving ground for things that are good—that are profitable. Private car owners know this, and they are forever asking operators and drivers, "How does it work on your cabs?" Their answer sells your product.

Seventy pages of advertising are used in the first issue of CAB NEWS by eighty-one hard-hitting selling organizations.

The members of the National Association of Taxicab Owners who are most of the well organized companies in the industry own CAB NEWS and they are jealous of its success and partial to its pages. Use it if you wish to reach them.

Ask for a copy of the Big Birthday Number. It will show you a profitable market.

A B E W S  
th W h, Chicago

A. 10. MAGAZINE



GROUP

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Circulation 31,053

# Reach Every Electrical Jobber and Retailer—30,000 of Them—Through

## Electrical Retailing

One Magazine

One Advertisement

Once a Month

Department, Hardware and House Furnishing Stores are now important factors in the merchandising of electrical household appliances. ELECTRICAL RETAILING reaches every one of these dealing in electrical goods in addition to all electrical shops and central stations having retail stores.

### Circulation Classification:

Group A: Straight dealers and jobbers and central stations having retail stores.....	50%	15,120
Group B: Hardware dealers and jobbers handling electrical goods.....	30%	9,918
Group C: Housefurnishing stores handling electrical goods.....	8%	2,545
Group D:		
Department stores with electrical department.....	7%	2,160
Group E: Manufacturers.....	5%	1,310
total.....	100%	31,053

We Are Showing Them How to Sell Your Product

ELECTRICAL RETAILING gives to the merchant the ideas and methods that help him sell electrical goods of all kinds—from vacuum cleaners and washing machines to fans and heating appliances.

### Advertisers' Results Prove Reader Interest

One advertiser writes:

"Of the total inquiries received from the same advertiser in three magazines, ELECTRICAL RETAILING produced almost all—83% to be exact—over five times as many as the second magazine."

**30,000 MERCHANTS ARE WAITING FOR YOUR MESSAGE—WHAT WILL YOU TELL THEM?**

Same Size as Printers' Ink



## Electrical Retailing

The National Magazine for all Retailers of Electrical Goods

No Dry  
Trade Notes

WRIGLEY BUILDING CHICAGO, ILL.

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# Secret Processes—and “Sich Like”

Locked Factory Doors Shut Out as Well as Shut In

By Christopher James

THOSE of us who are old enough to have voted for—or against—William McKinley know that some very remarkable changes have taken place in advertising in the last twenty-five years.

Not the least remarkable is that the word “secret” has almost disappeared from the vocabulary of the average advertiser. Even the patent-medicine man seldom uses it. Yet there was a time when many advertisers believed that “secret” was the most impressive word in the dictionary. “Made by our own secret process”—that, they thought, was the most convincing statement an advertiser could make. Nowadays, an advertiser who claims, in print, that his process is “secret” runs the risk of being classed as a knave.

The word, I say, no longer has a place of honor in advertising phraseology. But the idea of secrecy still finds lodgment in the minds of a great many manufacturers. They believe, always have believed and probably always will believe, that their process is a secret process and that it can be kept secret, indefinitely.

I wish these men could have overheard a conversation I had a few days ago with the president of one of the largest and most successful industrial enterprises in America, a company whose dividend record goes back, unbroken, to the early nineties and whose surplus is larger than at any time in its history.

“Secrets, factory secrets,” said this man—“there’s no such thing. A secret is a secret only as long as it is in the mind of one man. It ceases to be a secret the moment that man decides to make it operative, because, to do that, he must have the help of other men. Right there and then he shares his secret—he can’t help doing so.

“Every industry has its prob-

lems. There are a dozen ways of solving these problems. Every unit in an industry tries to solve them in the best way. Ten times in ten they succeed—not absolutely, you understand, but relatively. The processes they evolve, the machines they construct, differ in details but not in essentials. And the manufacturer who thinks that his processes and machines are superior to his competitor’s processes and machines is riding for a fall. No manufacturer has a monopoly of brains.

## KNOWLEDGE ENTERS WHEN DOORS OPEN FREELY

“The business in which I am engaged is intensely competitive. But there are no ‘secrets’ in it. Our competitors are welcome to go through any of our factories and to ask all the questions they like. We’ll answer them. I found out, long ago, that there isn’t much my competitors don’t know about us. And they found out, long ago, that there isn’t much we don’t know about them.

“Long before this company was organized, I knew enough about the machines my—then—competitors were using to have had duplicates of them made if I had wished to do that. I did not seek this information. It came to me, unsolicited, in all sorts of ways—legitimate ways they were, too.

“There is a certain type of manufacturer who thinks that if he locks his factory doors and keeps everybody out, he will keep everything in. Maybe! What is much more certain is that, by locking his doors, he will keep out the one thing which should not be kept out and that is—knowledge.

“I recall the case of a manufacturer who wanted to sell his factory. For years, he had followed a policy of intense secrecy. ‘No admittance’ signs

were everywhere. He opened up negotiations with the largest company in the industry of which he was a part. They were not very much interested, but finally agreed to have their engineers look over the plant with a view of determining whether or not they cared to buy it. When the manufacturer of whom I speak opened the door leading to his work-rooms, he said to the representatives of the prospective buyer, 'You are the first persons, excepting myself and my workers, who have ever been inside this plant.' When the investigators finished their survey, they told him, very bluntly, that it would have been a mighty good thing if he had let a good many other people go through the factory because, they said, 'then you might have had a fairly good factory instead of the worst in America, which you have.'

"Locked doors, you see, shut out as well as shut in."

### Agency Responsibility for Copy

ALBERT FRANK & CO.  
NEW YORK CITY

*Editor of PRINTERS' INK:*

Mr. Mullally's article in your issue of April 6, headed "A Question of Advertising Agency Ethics," raises a question which every reputable agency handling financial accounts is anxious to answer and answered rightly. Shall the agency, as Mr. Mullally suggests, be charged with the responsibility of censorship over advertising, and shall the publications to which the business is offered deny recognition and commissions to an agency which inserts the advertisements of objectionable clients?

Our own long experience in this field indicates that this remedy is inadequate. In the first place, most of the leading metropolitan newspapers, and an even greater proportion of the leading weekly and monthly publications, exercise a more or less strict and effective censorship on their own account. They have gained a wide knowledge of financial firms and corporations and are not likely to be willing to abandon their machinery in favor of a scheme of agency censorship. To do so would be to surrender control of their advertising columns. If they attempted to exercise any discretion regarding the acceptance of questionable advertising, the agency could protest that it had a right to demand insertion, under the new arrangement. Otherwise there would be a dual system of censorship and a great deal of friction and dissatisfaction all around. Few publications would surrender the privilege which they now

possess, of declining business without giving any reason whatever for doing so.

An even more serious objection to the plan of holding the agency solely responsible lies in this fact: If such a plan were in operation, an agency handling questionable financial accounts could easily refrain from inserting the advertisements in publications which maintain high standards of censorship, but nothing would prevent the agency from inserting these advertisements in less scrupulous publications. One of the most pressing problems in the financial advertising field at present is to prevent, as far as possible, the bucket shops and swindlers from getting publicity in any quarter. Many of the people to whom their appeal is addressed do not read high-grade publications, but they do read the popular and sensational newspapers and magazines to which the bucket shops have a ready entree. Thus an agency may be leading, with perfect safety, a Jekyll-and-Hyde existence, putting its respectable clients into respectable mediums and its disreputable clients into low-grade mediums.

The ideal solution of this difficulty would be to outlaw any agency which handles illegitimate financial advertising in any manner whatever. Who is to brand the agency guilty of such practices? Obviously, it would be asking a great deal of the reputable publications to suggest that they refuse business from an agency which placed objectionable advertising, as long as it placed such advertising only in mediums which were willing to accept it.

It seems to us that one of the most effective methods of attack would be for the reputable investment and financial firms, who are interested in seeing that the public does not get swindled, to black-list, tacitly or explicitly, advertising agencies which lend their brains and facilities to the promotion of illegitimate financial business. The menace of fraudulent financial advertising, in whatever medium it appears, is as much against the legitimate bank or investment firm as against any publication. The gentlemen of the financial world have a tremendous stake, both in money and reputation, in seeing that swindlers are suppressed. In their organizations and associations they have a powerful weapon, sufficient to demolish at a blow any financial advertising agency against which it is used. Some members of these reputable organizations are being knifed in the back by their own advertising agencies, because those agencies accept the business of bucket shops. High-class firms have it in their power to end this evil if they will.

ALBERT FRANK & COMPANY,  
FRANK J. REYNOLDS,  
*President.*

### Railroad Account with Cleveland Agency

The Richardson-Briggs Company, Cleveland advertising agency, has obtained the account of The Nickel Plate Railroad Company.

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## A Cover Stock for Rich Illustrations

A comforting assurance that his booklets are faultlessly covered, comes to every advertiser who chooses Foldwell Coated Cover Paper. For Foldwell is the kind of stock with which masterpieces of printing are achieved—and preserved.

Many of the finest magazines, house-organs, catalogs and booklets owe no small part of the striking character of their covers to Foldwell's beautifully prepared surface. And they are indebted entirely to Foldwell's amazing strength and singular folding quality for the preservation of their beauty.

**CHICAGO PAPER COMPANY,**  
*Manufacturers*

Desk 5, 810 S. Wells Street, Chicago

Distributors  
in all  
Principal Cities



*Send for these beau-*  
*tiful specimens—*

This is a booklet of specimen covers, showing a number of attractive designs, done in color, on Foldwell Coated Cover Paper. A copy will be sent to you free of charge. Use the coupon—it's there for your convenience.



(5)

**CHICAGO PAPER CO.**  
Desk 5, 810 S. Wells St., Chicago  
Please send me a copy of your specimen booklet of Foldwell Covers.

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State \_\_\_\_\_



You are not taking a flyer when you buy space in The Kiwanis Magazine.

If you know the men of your local Kiwanis Club you know the entire seventy thousand who read the May issue.

They are not retired magnates, nor are they fearful novices, but they are the leaders among the younger American business men of today!

They are men who have ventured to buy and made the venture win.

Have you offered them the privilege of dealing with you or your firm?

## THE KIWANIS MAGAZINE

*Member A.B.C.*

A. L. ANDERSON

5 So. Wabash Avenue

Chicago, Ill.

# Some Adventures in Dropping Private Brands

How Sales Have Been Increased by Concentrating on One Brand

LARCHAR-HORTON CO.  
PROVIDENCE, R. I.

*Editor of PRINTERS' INK:*

We should like to know in what issues of PRINTERS' INK articles have appeared on the subject of "Changing from selling jobbers under their own private brands, to the plan of selling all outlets under the manufacturer's own brand with the help of national advertising."

If you can help us locate these articles, we shall appreciate it greatly.

LARCHAR-HORTON CO.,  
ELMER S. HORTON.

WHEN the Florsheim Shoe Company was established by Milton S. Florsheim in 1892 a line of shoes bearing the company's name was manufactured from the very start. However, this was only a small part of the business. Jobbers insisted on having their private brands and like many newly organized companies that must accept orders on almost any terms, Florsheim agreed to the demands of the wholesalers. This continued until the jobbers began to say what prices they would pay for their shoes and quality had to be skimped in order to make a profit.

As Mr. Florsheim told PRINTERS' INK: "It did not take us long to discover that the arrangement was not a sound, permanent basis for a large business such as we hoped to build. Therefore, radical changes in the selling policy were made. First of all, the private-brand business was dropped. From that time on we have never made any shoes that did not contain our own stamp and name."

Most private-brand businesses are built up in that way. The company starts in business with more hope than capital. Money for advertising is not available or at least not in sufficient quantities to cover the territory in which distribution has been obtained. At this moment a jobber comes along with a tempting offer, the only condition being that his own private brand be used on the mer-

chandise. The temptation is too strong to resist and the company accepts the order.

The goods are turned out and a few days later another jobber in a different section of the country hears about it. When the company salesman visits the second jobber he is greeted with: "I see you are stamping So-and-So's label on your product. No reason why you should not do the same for me. My name means more in this territory than yours. Selling will be easier and your orders will be larger."

Even when the advantages are realized a company hesitates about taking such a drastic step as cutting out all private labels. In some cases going the whole way at once is not necessary or advisable. When all private labels are dropped at one stroke the manufacturer must expect to go through troublesome waters. Sales may take a decided drop. The Florsheim business fell from a \$400,000 annual total to about \$200,000 the first year after adopting the new policy. But it has climbed steadily ever since.

"It is probable for a time more money would have been made if the change had not been put into effect," Mr. Florsheim said. "However, it is also probable we should have remained a rather small, insignificant business, and we would not have controlled even that effectively."

## ADVERTISING BROUGHT THE SALES BACK

At the same time the new policy was put into effect Florsheim also adopted a programme of continuous advertising. Advertising has been employed now for twenty years without interruption. The two are inseparable. Private brands flourish only when there is no advertising of the manufacturer's name. Jobbers are not set against trade-marked merchandise.

They are correct in saying, though, that their private brands are better known in their territory than is the brand of the manufacturer who has never made any attempt to acquaint consumers with his name.

When Margerison & Company decided to put out Martex, a trade-marked Turkish towel, it was realized that it would be impossible to secure unanimous approval on the part of department stores. Since that was so the company decided to make no effort to force the Martex brand down the throats of their largest distributors. If anyone expressed a desire for unbranded towels he was supplied. But everybody was given to understand that the company's advertising policy would not be affected in any way, regardless of their attitude.

In other words Margerison was willing to let the advertising sell itself. The company felt that no distributor would be insensible to a steady demand and if advertising could accomplish what was claimed for it, patience was all that was needed. This brought real results. Many of the largest distributors who had at first objected added sizable stocks of Martex when the advertising got their customers to express interest. Some stores even asked that the Martex label be attached in addition to their own private marks, which certainly was a tribute to the consumer acceptance with which advertising had endowed the name.

#### DEALERS INCREASED MANY FOLD

Henry Likly & Company, the Rochester luggage makers, are another organization that can testify to the drag private brands place on a business. The company was established long before the Civil War. Yet, as late as 1903 practically no consumer good-will had been developed. Distribution was limited to something like 800 dealers. The business could not be called stable. Repeat business was subject to the whims of retailers and the influence of competition which ignored sound business practices.

Then a campaign of national

advertising was inaugurated. Only trade-marked luggage was sold. As a result, PRINTERS' INK was told several years ago that of approximately 18,000 luggage retailers in towns of 1,000 population and over, more than 12,000 or about 70 per cent handled Likly luggage.

When the new policy was adopted some big accounts were lost. It required nerve to maintain the new methods. One large New York department store remained out for six years but finally came back into the fold. Practically every lost account was eventually replaced on the order list.

The Davol Rubber Company, of Providence, R. I. was forty years old before it inaugurated its first advertising campaign. That was in 1918. It had been making private brand rubber goods for jobbers to such an extent that it felt the real owners of the business were the distributors. To extricate itself from this condition, and to create a consumer demand for Davol products was the motive of the advertising.

E. C. Rich, Inc. was established sixty-five years ago. It had been exclusively a private-brand business. A short time ago came the decision to put out as a leader Rich's Wine Jelly. The sales and advertising campaign began in a certain territory in New Jersey. Such widespread distribution was secured and repeat orders came in so rapidly that plans were laid immediately to add a list of newspapers in cities of New York State, after which other portions of the country will be taken up one at a time. In this way it is continuing its regular business and at the same time getting out a big seller under its own name.

Once it has been decided to drop private brands there are two methods of going about it. First, everything that does not bear the company name may be let go with a smash. This is likely to cause considerable commotion and is not to be recommended unless the company is financially strong enough to withstand the shock and at the same time invest sufficient



## Your high-paid salesmen and their samples

Are your salesmen using up valuable time and energy on the annoying details of protecting their samples?

One North America Commercial Travelers' Policy will cover the samples of one salesman or of your entire force. Keep your salesmen's minds on the work of selling, and let us handle the details of insurance.

For full information, forward the attached memorandum to our Philadelphia office.

*Any insurance agent or broker  
can get you a North America Policy.*

# Insurance Company of North America PHILADELPHIA

*The Oldest American Fire and Marine Insurance Company*

Capital \$5,000,000 Founded 1792

### MEMORANDUM (Mail at once)

INSURANCE COMPANY of NORTH AMERICA Dept. W 511  
Third and Walnut Streets, Philadelphia, Pa.

Send full information regarding Commercial Travelers' Insurance  
To \_\_\_\_\_ (Name)

Firm \_\_\_\_\_

Address \_\_\_\_\_



# The Dial

A JOURNAL OF DISTINCTION  
FOR DISCRIMINATING PEOPLE

will publish in its May to December issues, in addition to fiction, poetry, essays, and criticism of unusual quality—

*Many Marriages*

by

**Sherwood Anderson**

*America's foremost writer of fiction.*

and

*Doktor Graesler*

by

**Arthur Schnitzler**

*Author of *The Affairs of Anatol**

OTHER FEATURES

**THE FOX**

a short novel by

**D. H. Lawrence**

**MORE MEMORIES**

the autobiography of

**William Butler Yeats**

A short story and other work by

**Hugo Von Hofmannstahl**

and

Essays and a notable review of

**CIVILIZATION IN THE  
UNITED STATES**

by

**G. Santayana**

Two complete novels by the leading American and German novelists—the autobiography of one of the most interesting characters among living men of letters—a short novel by the most brilliant of the younger English novelists—work by the most distinguished living Austrian poet—and essays and criticism by the world's greatest living philosopher—will appear in **THE DIAL** within a brief period of months.

These features represent the highest quality of work being produced by contemporary writers. They will not be read by the millions—only people of intelligence and discrimination can read them with understanding. **THE DIAL** is producing the art and the literature by which our generation here and abroad will be remembered by future generations. It is recognized by the discriminating of two continents as the world's finest literary review.

## NATIONAL ADVERTISERS

of quality goods will find in **THE DIAL** a 100% quality medium.

**THE DIAL** is a luxury for the mind, and its readers represent a select coterie of influential and cultured buyers.

Write for rate card to

**THE DIAL**, 152 West 13th Street, New York City

money in consumer advertising to keep distributors in line.

The other is to follow the plan employed by Margerison & Company and allow distributors to have whatever they may want but advertise steadily regardless of what their attitude may be. This is slow but sure. It arrives at its objective in time and without any serious upset. There is no forcing of jobbers' or dealers' hands. It indicates a faith in the ultimate success of the plan both through the demand-creating ability of national advertising and the cumulative effect of a steady campaign of education directed toward the distributors. In both methods advertising plays the all-star part.

Some additional experiences in taking a business off a private-brand basis as well as some general observations on the subject itself are given in the following articles.—[Ed. PRINTERS' INK.]

#### GETTING THE DEALER TO DROP PRIVATE BRANDS

Two Thousand Brands Reduced to Three (Scott Paper Company); February 2, 1922; page 123.

Sixty-five-Year-Old Private Brand Concern Puts Out New Leader (E. C. Rich, Inc.); January 19, 1922; page 33.

Building a Business to Last (The Florsheim Shoe Co.); January 5, 1922; page 3.

Developing a Fad Takes a Manufacturer out of "Obscurity" (Ludlow Manufacturing Associates); December 8, 1921; page 73.

When the Salesman Should Not Overpaint His Rainbows (Schulman & Hauptman); June 9, 1921; page 3.

The Tactful Sales Policy (Margerison & Co.); April 14, 1921; page 187.

Advertising to Batter Down Private Brand Tradition (U. S. Rubber Co.); November 21, 1918; page 33.

Pulling the Teeth of Private Brand Competition (Pennsylvania Lawn Mower Works); April 26, 1917; page 17.

Regal's Ad Attacking Private Label Stirs the Trade (Regal Shoe Co.); March 15, 1917; page 68.

The Rise of Pin Money Pickles a Human Interest Story (Mrs. E. G. Kidd, Inc.); October 26, 1916; page 10.

Private vs. Advertised Brands (Corn Products Refining Co.); March 9, 1916; page 128.

Joint Campaign to Fight Private Brands (Piqua Underwear Manufacturers Association); November 25, 1915; page 60.

Arguments That Have Won Dealers from Private Brands (Royal Tailors, Ridgway, Inc., etc.); May 27, 1915; page 69.

Open Letter to Dealer Who Asks,

## Immediate Appeal

**N**EWSPAPER advertising, because of its immediate appeal, brings immediate returns for your advertising in daily newspapers appeals regularly to both dealer and consumer. It's the kind of advertising your dealer needs and believes in—ask your agency.

Boston Globe

Baltimore Sun

New York Times

Minneapolis Tribune

San Francisco Bulletin

St. Louis Globe-Democrat

Philadelphia Public Ledger

Des Moines Register and Tribune

Information regarding these trade centers and trade conditions will be gladly furnished by the advertising departments of these papers.

## GUY S. OSBORN

Incorporated

CHICAGO

1302 Tribune Bldg.

DETROIT ST. LOUIS  
701 Ford Bldg. 401 Globe-Democrat Bldg.



Extract from a  
"LONDON LETTER"  
to an  
AMERICAN PAPER

"A NUMBER of Americans conduct agencies here and they say that results from British Publications, where the copy is good, compare favorably with results from American Publications, although inquiries as a rule are slower to come in."

"With the single exception of "PUNCH," which these American advertising agents hold to be far superior to any magazine of humor in the United States, all other magazines are greatly inferior in appearance, size, circulation and literary quality."

Open Dates and Advertising Rates  
on application to  
**ROY V. SOMERVILLE**  
Advertisement Manager "PUNCH"  
10 Bowesris Street  
London, E.C. 4  
Eng.

"What Rights Has National Advertising?"; February 25, 1915; page 33.

"Munsingwear's" Successful Cultivation of Dealer-Agents (The Munsingwear Co.); April 30, 1914; page 3.

Winning Over the Balky Dealer; April 9, 1914; page 40.

### Advertising Novelties and Anti-Bribery Legislation

THE NATIONAL ASSOCIATION OF PURCHASING AGENTS  
NEW YORK, April 20, 1922.

*Editor of PRINTERS' INK:*

An interesting development has come up in connection with the proposed legislation against commercial bribery. As you know, the matter is before Congress and will be up in a few days for consideration by the House.

It develops that the manufacturers of advertising souvenirs have become frightened for fear that this bribery legislation will put them out of business. They wish a provision inserted in the act to the effect that nothing in the act will affect the giving of calendars or other advertising novelties. Of course it is impossible to draw a line between advertising novelties and gold watches, automobiles, palatial residences and other articles which might be given to influence purchases.

I am wondering if it impresses you as it does me—that the manufacturers of advertising novelties genuinely entitled to recognition as such are belittling their own right of business when they interpret Anti-Bribery Legislation as reflecting upon the use of their product. It seems to me that the position they are said to be taking is most ridiculous. It has been suggested by one novelty manufacturer that the passage of the bill might deprive purchasing agents from receiving a lot of useful and valuable souvenirs, such as knives, desk clocks, magazine pencils, portfolios, slide rules and other expensive gifts. This is another ridiculous proposition.

THE NATIONAL ASSOCIATION OF PURCHASING AGENTS,  
W. L. CHANDLER, President.

### Chicago Agency Secures New Accounts

The following accounts are now with the McKinney Company, Chicago advertising agency: The Lawson Manufacturing Co., Chicago, for which national magazines and business papers will be used, and The National Regulator Company, Chicago, which will use a business-paper and direct-by-mail campaign.

### Will Manage Macaroni Makers Association

C. F. Keene, formerly advertising manager of the Calumet Baking Powder Company, Chicago, has been appointed secretary and manager of the American Package Macaroni Association. This association is an organization of package macaroni manufacturers which has recently been formed. Its headquarters will be in Chicago.

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# Keeping Down Costs Doesn't Just Happen— *it's an everlasting struggle*

Your bills will show our constant watchfulness to cut out avoidable expense, but—Never at the sacrifice of fine work.



P. J. PERRUSI

N. A. KWEIT

**ADVERTISING AGENCIES' SERVICE  
COMPANY • Typographers**  
209 WEST 38th STREET, NEW YORK CITY  
Phone FitzRoy 2926-2927 Day and Night Service

## The KNIT GOODS GROUP



*The journals of  
the knit goods trade*

Published monthly by  
**Knit Goods Publishing Corp.**  
321 Broadway New York, N.Y.

This Agency is responsible for  
the advertising of the following:

UNDERWOOD TYPEWRITING MACHINES  
DEVOE PAINTS & VARNISHES  
PHILADELPHIA "DIAMOND GRID" BATTERIES  
WHITE ROSE TEA & COFFEE  
CAMMAYER SHOES  
TIFFANY STUDIOS  
DIOXOGEN  
KENYON TIRES AND KENYON CLOTHING  
NEW YORK GALLERIES (*Furniture*)  
RAINIER MOTOR TRUCKS  
GROUND GRIPPER SHOE STORES  
J. CLARENCE DAVIES (*Real Estate*)  
ELSIE DE WOLFE GALLERIES  
WELTE-MIGNON PIANOS  
CARLSBAD SPRUDEL SALT  
NITREX TIRE COATING  
MICHAELS-STERN "VALUE-FIRST" CLOTHES  
AUTO VACUUM ICE CREAM FREEZERS

HARRY C. MICHAELS CO  
ADVERTISING  
113 LEXINGTON AVE.  
NEW YORK CITY



y 11, 1922

# How Colgate Explains the Economics of Advertising to Its Employees

An Answer to the Question: "Does Advertising Pay?"

By George S. Fowler  
Of Colgate & Company

THE question, "Does Advertising Pay?" is one that every reader of "The Clock" has, at some time, thought, if he has not said it aloud. I will try to answer it, because every one of us Colgate workers is interested to see all the products we manufacture become successful at the least possible outgo of money.

Let us get down to brass tacks: Your friend, Bill, asks, "Where are you working, Jim?" and you say, "I'm working for Colgate's." "Oh!" he says, "the soap people. I have used their tooth paste since I was a kid at school, and my teacher gave me a sample of their Ribbon Cream and we've had Cashmere Bouquet Soap always."

You and I are a little bit proud when we can say one name and have it mean all that to our friends. Well, how do your friends know who Colgate is?

They know because a favorable reputation has come to the name over the past 116 years by reason of the good quality of Colgate products. Some of them know from use of the products, some from the reputation only.

How did these goods get into the homes of the millions of people who now use them? Well, in the early days, Mr. William Colgate made a good cake of soap—a dozen or a gross—sold it to the people who came to his store and, in some cases, delivered it to their homes. His business was bound by the walking or riding distance within which people lived—people who might pass his store, people who might hear from friends who passed his store. It was mouth-to-ear advertising.

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Reprinted from Colgate & Co.'s employees' magazine, "The Colgate Clock."

Count up your own friends—people who know you by your looks and by your name, and whose faces and names you know. All right! Now you have checked up the number of friends you have. Suppose on the next cake of soap you work on, you were to put your own name—Jones, Smith, Black, White, whatever it is; take out that soap and try to sell it. A number of people know your name, but how many? Have you a hundred friends? Two hundred? Very few of us have a list of people who know us by name and looks to the extent of more than five or six hundred.

And what has this to do with the question, "Does Advertising Pay?" If we know we make a good product—a good soap, a good soup, a good shirt—how are we going to tell people about it after we get to the limit of the list of our own friends? Let's write them a letter. That seems the cheapest thing to do. How shall we send the letter? If we send it by a two-cent stamp, it will cost \$20.00 a thousand for postage alone, and the paper and the envelope, the writing or printing will add another \$5.00 a thousand at least. Then the cost is practically \$25.00 for every thousand people, or 2½ cents for each letter sent out.

Now comes the magazine publisher, who says he will carry the letter to these people for \$4.00 per thousand homes; less than half a cent for every home, and he will put your letter alongside of a story which is written by a wonderful author, whose writings are sought, whose stories are of tremendous interest—not to a thousand people, but to a million scattered the country over.

# How to Get Results in New Zealand

To secure the greatest degree of efficiency, an advertising campaign in New Zealand should be handled by an N. Z. advertising agency. We've already demonstrated this to large advertisers in the United States, England and Canada—we are prepared to do so to any manufacturer who is really interested. Methods, plans and copy which are successful in the United States often fail completely here. There's a reason—

## The People Are Different in Viewpoint In Psychology In Habits of Thought

Yet when planned by those who know the local market and how to reach it, the same expenditure for the same product has been remarkably successful. A few of many well-known products for which advertising campaigns have been entrusted to us by the manufacturers or by their local representatives are—

**Old Dutch Cleanser, Warner's Corsets, AutoStop Razors, Sherwin-Williams Paints, Nyal's Preparations, Blue Jay Corn Plasters, Maltloid Roofing, Hummobile Cars, Maxwell Cars, Lailey Lighting System.**

We will gladly give the facts to those really interested. Ask H. G. Dunn & Co., regarding our standing.

Our Managing Director, Mr. J. M. A. Ilett, will be at the Blackstone Hotel, Chicago, from May 16th to 14th, and at the Biltmore Hotel, New York, from May 16th to 25th. Letters addressed to him there, or care "Printers' Ink," New York, will receive immediate attention.

## J. ILETT, LTD. ADVERTISING AGENTS

84 and 86 Jervois Quay  
2, 4, 6 and 8 Harris Street  
WELLINGTON, N. Z.

Fully equipped Branch offices at Auckland, Christchurch and Dunedin, N. Z.

That is an advertisement—a letter printed alongside of literature which people want enough to pay for it. By carrying the letters of many advertisers, the publisher can carry each one for much less than it would cost to circularize. And the publisher supplies the list of names, and guarantees delivery.

But, this isn't quite answering the question, "Does Advertising Pay?" All that we have done here is to show that we can put an advertisement in a magazine, in a newspaper, on a billboard, on a car-card, in an insert circular (which goes in our own package)—put our advertisement where many people may read it.

We have tried to show here that all advertising can do is to place a message before a good many people at a lower cost, more comprehensively than any manufacturer could hope to do by word of mouth. We have tried to show that advertising is of necessity selling or it is not good advertising. We must then ask ourselves the question, "Does selling pay?"

Years ago a salesman would throw a look of doubt on an advertisement and say, "Why don't they give me a portion of what that advertisement costs? I'd show them I could sell more goods than that advertisement ever will sell in my territory." Of course, that is the old-style salesman. No modern salesman would think that, because the modern salesman knows that when he goes into the druggist's or grocer's to sell the Colgate line he has been introduced to that druggist by hundreds of letters of introduction—namely, Colgate advertisements, which have appeared and already begun to create a favorable impression of the House and frequently an actual demand in that locality for Colgate goods. The Colgate salesman consequently starts his interview with his selling talk. He does not have to go back of that point and explain who Colgate & Co. are. The mere fact that he represents Colgate & Co. usually gets him an interview. He gets the order.

The purpose of advertising by

The Hospital Buyer  
Reaching Every Hospital in the United States

*You reach them all through  
The Hospital Buyer*

Dedicated to the purpose of assisting all who influence hospital purchases, through practical monthly discussions of market conditions, sources of supply and hospital business methods.

Guaranteed to reach, monthly, every hospital in the United States.

Combines reader interest, complete circulation, and a reasonable rate.

The annual purchases in the hospitals of the United States are estimated to be over five hundred million dollars. Are you getting your share of this business?

USE THE HOSPITAL BUYER FOR RESULTS.  
ADVERTISING RATES ON APPLICATION TO

**THE HOSPITAL BUYER  
CO., INC.  
CHICAGO**

S. DE WITT CLOUGH  
Business Manager

WELDON C. DIETRICH  
Advertising Manager

**100%  
Circulation!**

## A NEW HOUSTON NEWSPAPER Supplying a Demand—

On Monday, May 8, the Evening Post made its first appearance with 25,000 gross circulation and the announcement that national advertising will be accepted for publication on and after June 1, 1922. Save for a short period, we have represented the morning Houston Post, daily and Sunday, for more than 37 years, and it will be our privilege to offer, on and after June 1, individually or in combination, the following:

**HOUSTON POST, morning (daily)—  
circulation 50,000.**

**EVENING POST (daily except Sunday)—  
circulation 25,000 (now).**

**SUNDAY POST (Sunday morning)—  
circulation 55,000.**

Special direct leased wires, strong features, special news service, capable writers, supported by an excellent Houston staff—assure an Evening Post as successful in its field as the old Houston Post has been in the morning field for more than 37 years, or since it was founded by the late J. L. Watson, father of Roy G. Watson, founder of the new Evening Post and present President-Publisher of all three—who will carry into effect on his new paper all of the well-known progressive policies, sound principles and high ideals of the old Houston Post.

### THE S. C. BECKWITH SPECIAL AGENCY

World Bldg., New York  
Tribune Bldg., Chicago  
Bryant Bldg., Kansas City  
Ford Bldg., Detroit

Atlanta Trust Bldg., Atlanta  
Post-Dispatch Bldg., St. Louis  
Hearst Bldg., San Francisco  
Homer Laughlin, Los Angeles

the printed word in all of the many forms that Colgate & Co. use is to build a reputation by reiteration of the name and the merits of the product. If this convinces the reader after a while that he or she should try Colgate's, then it is up to the product itself to make good and carry on. Thus the advertising and selling process goes on and on, making new users; reconverting those who momentarily step aside to try a competitor's goods, building up a volume which, in turn, decreases the cost of each unit or each package.

#### WHO PAYS THE ADVERTISING BILLS?

The other question which is usually asked after "Does advertising pay?" is "Who pays for the advertising?" That is as difficult to answer as "Which came first, the hen or the egg?" or again, "Which came first, civilization or soap?" The advertising bills are paid actually by the manufacturers who do not advertise, because it is at their expense that large volumes of business are built. The advertising manufacturer gets business on reputation and merit, while the non-advertiser must suffer the loss by comparison in prestige, reputation and public good-will. It is easy to understand that it costs less to make each Victrola if you are selling a thousand than if you are selling a hundred. Of course, the total investment—the money—is much more, but the cost for each machine is much less. Advertising is mass selling.

It might be said that the consumer pays for the advertising. But by purchasing advertised goods the consumer, *en masse*, increases volume, reduces costs and actually gets advertised goods cheaper. It's a case of eating your cake and still having it.

We all like to feel that we are associated with things of prominence and influence. That is why anyone in the trade would rather buy and push Colgate's soap than Jones's soap. That is why you would rather buy a Packard than a Punk. That is why in collars, you choose an Arrow instead of

## Michigan Facts:

MICHIGAN farmers own two and a quarter million sheep.

MICHIGAN advertising pays.

MICHIGAN'S best small city newspapers are united in the Michigan League of Home Dailies.

MICHIGAN wants your business.

**H. EDMUND SCHEERER**

National Advertising Representative  
Marquette Bldg., Chicago

New York Office: 20 East 42nd Street  
R. R. MULLIGAN

in Chicago

But -

in New Orleans it's the

**Item**

## These Agencies

### NEW YORK

Henry Decker, Ltd.  
Geo. H. Gibson  
Hann-Metzger  
H. K. McCann Co.  
A. Eugene Michel & Staff  
Mutual Service Corp.  
Newell-Emmett Co.  
Richard & Co.  
Wales Advertising Co.

### PHILADELPHIA

N. W. Ayer & Son  
McLain-Simpers Organization  
R. E. Tweed Co.

### CHICAGO

Collins-Kirk  
Russell T. Gray  
Green-Fulton-Cunningham  
George J. Kirkgasser  
Shuman & Pomeroy  
H. C. Winchell

### ST. LOUIS

D'Arcy Advertising Co.  
Anfenger-Jacobson Advertising Co.

### UTICA

Utica Advertising Service

**PLACE SPACE  
IN**

## Industrial Power

Their good judgment is amply supported by the excellent results that the advertisers in Industrial Power consistently obtain.

We would be glad to have you inquire of any or all of these agencies as to just where Industrial Power rates on the lists on which it is used. Or, if you prefer, we would be glad to submit a comprehensive batch of evidence direct from our office.

*Industrial Power delivers the goods.*

### THE MAUER PUBLISHING CO.

440 So. Dearborn St.  
CHICAGO



Also Publishers of Bakery Profits

The Maujer Publications are operated on the modern, scientific plan of controlled circulation.

a Dart. If you say "pickles" you may or may not think of Heinz's, but if you say "57 varieties" there is no doubt. The power of prestige is not to be overlooked.

### NEW HABITS CREATED BY ADVERTISING

Make money for the advertiser and you save money for the consumer. No one had ever thought about or cared whether the tooth paste rolled off the brush until Colgate & Co. put out a safe dentifrice and told the public "It comes out like a ribbon, lies flat on the brush." No one ever cared how many nickel boxes he had around the house until the Refill idea was exploited, and now thousands of men save the "Grip" and buy the Refill Stick. Economy for each user through large expenditure by the manufacturer—made possible by volume of business.

No matter how good the shaving soap was, you could not expect people to guess what you were making, and you cannot expect the word of mouth to sell enough to keep a factory going. That is why we advertise, and that is why it pays.

### A Co-operative Merchandising Plan for Textiles

PLANS have been made to unite textile manufacturers in an organization formed for the purpose of producing and merchandising new fabrics, embodying both fabrication and manipulation, according to *Textile World*.

"The plan is," *Textile World* says, "for this organization to co-operate with manufacturers whose plants are adapted to the proposed plan, offering them not only the services of men trained in designing and production of fabrics, but also a closer relation with their market, thus affording them a quicker and more profitable turnover. It is stated that behind this organization there is a group of textile men with a diversified experience and knowledge of desired

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*Made where the Movies are made*

# The First Year!

FEW magazines in their first year have been able to present to the public such an amazing array of famous contributors.

WE are deeply grateful for the opportunity which has brought these distinguished artists to help us till a fascinating and a virgin field.

Edgar Rice Burroughs  
Frank Condon  
Harrison Fisher  
James Montgomery Flagg  
Elinor Glyn  
Cosmo Hamilton  
Rupert Hughes  
Byron Morgan

John Moroso  
Gouverneur Morris  
Sir Gilbert Parker  
Gene Stratton-Porter  
Eugene Manlove Rhodes  
Leroy Scott  
Penrhyn Stanlaws  
Rita Weiman

*Made where the Movies are made*

# SCREENLAND

MYRON ZOBEL, Publisher  
Hollywood, Calif.

New York	- 120 Fifth Ave.
Chicago	- Wrigley Bldg.
San Francisco	- Pacific Bldg.

*Made where the Movies are made*

# Automobile Owners Make High Calibre Mailing Lists

There are approximately ten and one-half million motor car owners in the United States. Lists of this vast audience of potential buyers are now ready—in greater quantities and arranged for faster handling than ever before.

The buying power represented by these owners is very high.

Rolls-Royce or Pierce-Arrow ownership is suggestive of a purchasing ability far in excess of the other extreme—Ford ownership—yet both classes, plus the many in between, are all good prospects for many kinds of merchandise.

Whether you want all names or only those of certain makes depends entirely on what you have to sell—and on price.

Send to headquarters for all kinds of automobile mailing lists. Our new catalog contains much valuable information. Send for your copy.

*Increased working capital and a considerably enlarged organization enable us to render a greatly improved service in both national and sectional lists.*

## MOTOR LIST COMPANY

R. L. POLK, Pres.  
MARTIN TUTTLE, Vice Pres.

WARD GAVETT, Secy.  
R. L. POLK, Jr., Treas.

Fourth and Grand  
DES MOINES, IOWA

Directory Bldg.  
DETROIT, MICH.

fabrics and marketing conditions. "It is understood that the policy of this new organization is to effect an advisory connection with manufacturers whose plants are fitted for this purpose, including particularly those producing woolen goods, both woven and knitted. By means of those connected with the distribution end, it is expected the organization will be enabled to learn the trend of the market and develop products which promise to be good sellers. In addition factors who possess technical experience in designing and fabrication will bend their efforts to bring out new and original fabrics to meet existing conditions. Manufacturers who participate or co-operate, will be guided in the production of these goods, which in turn will be disposed of through those identified with the distribution or selling trade.

"While the plan is yet in its formative stages, those associated with the movement state they have already secured the interested attention of several worsted and woolen manufacturers, with whom they are now negotiating to consummate the organization at an early date. They declare there are abundant funds available to finance the proposition. The headquarters of the new organization are at present located in Philadelphia."

#### Audit Bureau Meeting at New York

The board of directors of the Audit Bureau of Circulations held its regular stated meeting at New York on April 26. One of the most important questions discussed was that of the bureau's attitude on "free circulation" publications. No decision was made on this question, and discussion of it will be continued at the next regular meeting of the board.

#### Hudson Motor Co. Appoints W. A. James

The Hudson Motor Car Company and Essex Motors, Detroit, have appointed William A. James as advertising manager. Mr. James has been connected with the Hudson and Essex companies for a number of years, first in the sales and technical service departments. He entered the advertising department a year ago.

## That This Is a Women's Magazine

for advertising purposes cannot be gainsaid in the light of some 20 needlework accounts alone on our books and our frequent dollar-for-dollar leadership of the larger women's and family periodicals.

#### *Why the dollar goes farther in this medium*

90% women subscribers; large families; the huge Catholic institution market; the "heart and soul appeal"; intensive readership and confidence, immense secondary circulation.

**300,000  
GUARANTEED**

(No canvassers employed)

## Messenger of the Sacred Heart

### "Heart and Soul Appeal"

JOHN A. MURRAY, Adv. Mgr.,  
154 Nassau Street, New York, N. Y.  
'Phone Beckman 3480.

New England Office:  
1048 Little Building, Boston, Mass.  
'Phone Beach 6168.

Western Office: 1419 Lytton Building,  
Chicago, Ill. W. T. Quigley, Manager.  
'Phone Harrison 5352.

## The Miami Herald

FRANK B. SHUTTS  
Publisher

In Miami, Florida,  
They Say:

*"This Is Our  
Miami Paper"*

## EVEN NOW

It is not too early to consider *The Agricultural Fairs* and to go after the trade of that army of lively, energetic and resourceful men, who, as privilege men, concessionaires, pitchmen and itinerant merchants, monopolize the vending of all sorts of wares at these fall functions.

## The Billboard

is their chosen, their preferred, their favorite and their sole organ. It has their confidence. They swear by it.

It reaches practically every fair follower in the United States and Canada every week, and these men who follow the fairs are already at work at the parks, piers, beaches and with the carnivals and circuses.

## THE BILLBOARD PUB. CO.

Member A. B. C.  
1403 Broadway 35 S. Dearborn St.  
New York Chicago

### Court Rules on Installment Plan Sales

An opinion of interest to all who sell goods on an installment basis was handed down last week by the Illinois Appellate Court in a case in which Sears, Roebuck & Company were involved. The ruling of the court in this case protects the purchaser of goods on the partial payment plan from having goods repossessed by the seller and the purchase money paid on contract confiscated.

This suit was the outcome of purchase of an encyclopedia from Sears, Roebuck & Company by R. H. Hughes of Chicago for \$82 to be paid for at the rate of \$3 per month. The litigants sought particularly an interpretation of a sentence in the contract in question which read "when I have paid in full the encyclopedia becomes my property." The Appellate Court held that the transaction was not a conditional sale, but a sale on credit and that if the company reserved title to the property until the full price had been paid it should have clearly stated so in the contract.

### Banker Will Address Agency Meeting

John G. Lonsdale, president of the National Bank of Commerce, of St. Louis, and president of the National Bank Section of the American Bankers Association, will speak on the bankers' view of advertising at a luncheon meeting of the New York Council of the American Association of Advertising Agencies at Hotel Pennsylvania on May 12.

This meeting will also be addressed by John T. Pratt, vice-president of the Standard Oil Company, of New Jersey. Mr. Pratt will speak on the national budget system.

### Richmond Advertising Club Elects New President

The Richmond Advertising Club, Richmond, Va., has elected Robert Edward Hotze, Jr., president. Mr. Hotze is advertising manager of the Planters National Bank. The club also elected the following officers: First vice-president, Irving Greentree; second vice-president, B. O. Cone; secretary, Warner Peirce, re-elected; treasurer, Irving Held, and as directors, R. A. Ammons, A. W. Boden, R. L. Dombrower, R. J. Hess, and R. H. Thomas.

### Stationery Account with Frank Kiernan & Co.

Frank Kiernan & Co., New York advertising agency, has secured the account of the Oakville Company, stationery department, Waterbury, Conn. Trade papers in the stationery field and direct-mail advertising are being used. The stationery department of the Oakville Company makes pins, clips, fasteners and other specialties for stationery stores.

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# WANTED— A “Trade Mark” Product Nationally Advertised and Distributed

A substantial corporation, already manufacturing and marketing proprietary pharmaceutical and toilet preparations to the medical profession and the public, is prepared to consider the purchase of an article of established reputation and large sale in either of these lines. National distribution absolutely essential.

Full particulars in confi-  
dence to “M. P.” Box  
37, Printers’ Ink.

May 11, 1922



FRANK B. BARNETT  
President



MILTON F. STEINBLER  
Treasurer



JOHN J. McNEVIN  
Secretary



JAMES M. McGHEE  
Western Manager



ALBERT J. STOCKER  
Western Manager

## ANNOUNCING

*A New Trade Directory  
for an Important Industry*

THERE are approximately twenty-five thousand repair shops serving the ten million motor cars that need replacement parts from time to time.

In order to advance this large and rapidly growing industry, we announce the

### AUTOMOBILE REPLACEMENT PARTS DIRECTORY

Published quarterly. The April issue contains 6000 listings and 220 pages. July advertising forms close June 25.

Published by  
**Barnett - Kennedy Corporation**  
565 Fifth Ave., New York

ROBERT S. KENNEDY  
Vice-President



## What Letters Did for a Small Community Church

Brought Back Church Members When Other Means Had Failed

THIS is a case where a few letters changed a condition of depression into one of enthusiastic activity. The method used is by no means new. Some 2,000 years ago it was used with such success that the letters of the campaign have been preserved and can today be found in a book that enjoys a greater sale than any other book in the world.

As a matter of fact the plan is so old, tested and tried that it would seem that it would be used much more frequently where it is desired to displace depression with prosperity and activity. Though this did not happen to be a business campaign there are several good business lessons in it.

The rate of growth of the People's Church in Auburn, R. I., was not satisfactory. Like many other churches there were on the membership rolls names of people who no longer appeared to take an active interest in the church. The pastor, Rev. D. B. Lothrop, desired to change these conditions. He had already found letters to be effective in securing desired results and planned to use them in a campaign for arousing interest that he had formulated. Early in November, 1921, a meeting of the board of deacons was called. At this meeting he presented the plan.

Everyone of these men had the interest of the church at heart just as every business man desires an increase in sales. As they talked the matter over, however, one could easily imagine that he was sitting in a meeting of a board of directors where every man present was desirous of more business, but each one of whom was convinced that this was not the opportune time to make a determined effort to break the buyer's strike. A great many more reasons could be thought of why the plan would fail than of why it would succeed.

Many times before the same

plan, with the exception of the use of letters, had been tried and had failed. No great amount of enthusiasm was expressed until the copy of the first letter was shown. This did make some impression. Those present expressed their willingness to have it go out over their names, and the more they talked about the letter the more optimistic they became.

The goal was to add twenty-five new members to the church on New Year's Sunday, and at the same time to renew the interest of as many disinterested members as possible. The first letter was in the form of a teaser, designed to get the people to come to a meeting, where a working force would be organized, or we might call it a sales force. It read:

### IMPORTANT NOTICE!

We, the undersigned, are calling a meeting of a limited number, including the members of the church who are especially interested in the church and what it stands for, the meeting to be held at the church Monday evening, November 21, at 8 o'clock.

For want of a better name, we will call this a service conference. We have a plan to present. If it works, it must be carried out immediately. Our goal must be reached with the New Year. We must succeed or fail by January 1, 1922.

If everyone responds, we believe it will be for the great good of many and for new life in the church.

This is the most important meeting in the history of the present pastorate. We are counting on you.

The letter was signed by the pastor and the board of deacons. There was just enough mystery about it to arouse a great deal of curiosity. Many came to the meeting who would not have come had their curiosity not been aroused. Those who could not attend the meeting called the parsonage by telephone. As a matter of fact the parsonage telephone was ringing from the time people began to receive the letters on Friday morning till the night of the meeting. Some who

## *Going to that Convention?*

You can bet Jim Smith is going!  
**WHY?**

Jim always makes a lot of new friends; gains new customers; and gets new ideas at every Convention he attends.

Jim's plan for building business at Trade and Industrial Conventions would be a mighty good method for your sales force to adopt.

An exhibit of your product at Conventions and Exhibitions, will net you a bundle of orders.

### **3000 coming Conventions and Exhibitions**

Are listed in the JUNE issue of  
**World Convention Dates**

Published monthly at

1402 Broadway  
New York City

(Descriptive leaflet upon request)



**Philadelphia  
has  
individuality**

**SIMS**  
PHILADELPHIA

THE JOHN CLARK  
SIMS COMPANY, Ltd.  
ADVERTISING AGENTS  
1524 Walnut St., Philadelphia

telephoned and thought they could not attend the meeting finally found that they could do so. As a result thirty-five people were present at the meeting, though only fifty letters were mailed.

At this meeting a working force was organized and the plan worked out in greater detail. The next day another letter was mailed to the same list of names. This letter briefly outlined the plan and was designed to keep up the interest and enthusiasm aroused at the meeting.

During the week of Dec. 12 another letter was mailed to this list, asking them to meet at the church on Friday night at the prayer meeting and report progress. At this particular time the people in the church were very busy. There was the Christmas entertainment of the Sunday School to prepare for. The men's club was putting on a play. It seemed that everyone in the church already had all that he could do without being asked to do anything else. The progress report made, however, was very satisfactory. It looked as though the goal might be reached.

The people who were working toward it could do no more than try to get new members. It was not possible for them in the very limited time available to try to arouse the interest of those who had ceased to attend church. It was desired to have just as many people as possible, who at one time or another had attended the church and were still living in the parish, attend on New Year's Sunday. This was not a campaign to bring in strangers, but to re-enthuse the members.

On December 28 letters were mailed to a list of 600 individuals or families. Three different letters were used. One letter was mailed to 400 families or individuals who were either members of the church or attended it. Another letter was mailed to some seventy-five people who formerly were interested in the church, but had apparently lost interest. A third letter was mailed to 125 people who, because their children went to Sunday School or they belonged to the

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## Millionaire Companies



**T**HE combined capitalization of five of our client companies is over 50 million dollars—with an annual business of more than 30 million.

To handle the advertising of companies such as we serve—as The Cutler-Hammer Mfg. Co., Pawling & Harnischfeger Co., A. O. Smith Corporation, The T. L. Smith Company, Mechanical Appliance Co.—requires study, understanding, and specialized ability. This is so because in many cases the product or equipment is of the kind with which the public or a part of the public is not familiar. The advertising must extend the use of the product in new fields, besides selling the particular types made by the advertiser.

Before a piece of copy can be written or plans made, months of hard work and research are often required to become familiar with the products, markets, and sales methods. The products vary from the highly technical, the industrial, automotive, to articles used in the home.

### George J. Kirkgasser & Co.

*Established in 1920*

Wrigley Building

Chicago



## Automobiles—for Instance

51% of the subscribers to The Woman Citizen have family cars.

Over half of these personally own and drive their own cars.

Many of them have more than one car in the family, and a surprising number have cars which cost from \$3000 upward.

The *Woman Citizen* has the most distinguished list of contributing editors of any publication in the country, and its readers are women who lead in thought and not infrequently in style in their respective circles.

The *Woman Citizen* has just completed a survey of its readers on the subject of Motor Cars.

The figures are surprising—they will be sent on request to anyone interested in the sale of automobiles.

Address Advertising Manager

**The Woman Citizen**  
171 MADISON AVENUE, NEW YORK CITY

## AN EXECUTIVE

One who knows what's in the future as well as what's in the bank—who budgets expense as well as prospective revenue—who plays safe without being penurious—

A man who can meet emergencies through economies instituted in anticipation of future requirements—who understands sound financing—

Who knows where to find financial leaks and how to plug them without impairing efficiency—who can save money for you throughout the departments of your corporation—

A man who is a good executive and therefore a good employee: who knows when to say "No" and how to say it; who will give you the reports you need for proper analysis of your business; who knows what is essential information for the sales and other departments and will compile and present this data so that weaknesses are apparent before they become serious—

Who will inspire confidence through initiative and the quality of his service—

This man is 36 years old, has a broad education, is familiar with domestic and foreign commercial methods, speaks several languages and is backed by 16 years of practical and successful experience.

Address "G. J." Box 32, care of Printers' Ink.

men's club, were indirectly interested in the church, though they did not attend the services themselves.

Each of these letters was especially written for the class of people to whom they were directed. That they secured the desired results was indicated by the attendance on Sunday.

Two hundred and fifty people would have been considered a very good congregation indeed for that Sunday. When the service began there were 310 people in attendance. Among these were many who had not attended a service for so long that they had become almost strangers.

Twenty-six new members were received, one more than the goal set. In addition there was an equal number not yet ready to join.

The parish the church serves is one composed largely of working people. Many of these people are out of work. Most of them have had to get along with a seriously reduced income. There are a few business men and one or two men of some wealth who attend. A cross section of the attendants of this church is about what one would find if he took a cross section of the population of the country as a whole.

All the letters were mailed under one-cent postage. They were reproduced on a hand duplicating machine. Much of the labor connected with getting them out was volunteered. Most of the actual cost that had to be paid for was therefore the \$8 in postage stamps used and the envelopes and paper.

In conclusion it is well to bear in mind that the same idea, the same plan, with the exception of the use of letters, had been tried so many times before without any marked degree of success that the board of deacons had become skeptical. Adding sales letters made it a wonderful success. This would rather indicate that there may be many sales plans that are not securing the desired results, which will secure them if the right letters are used in the right way.



## FONDA-HAUPT CO. INC. *Advertising* 286 FIFTH AVE. NEW YORK

New England  
Representative  
LEON P. DUTCH  
99 Chauncy St.  
Boston

use a feeder?

Use an  
Automatic One?  
One That Feeds?



Ever inspect it to  
see what makes it  
feed rapidly, accu-  
rately, unerringly? Most  
likely you'll  
find

LEIMAN  
BROS.

Automatic, Rotary Positive, High Pressure

### Blower and Vacuum Pump

Most feeders have them—all the reliable, worthwhile feeders—any that don't, will eventually—because they're reliable—they take up their own wear. A size for every use—also used for agitating plating solutions.

*Feeders Save Money for Your  
Bank Account*

LEIMAN BROS. 81-BF4 WALKER ST.  
NEW YORK  
Makers of Good Machinery for 35 years

## Chance for a New England Firm to Secure a Splendid Executive

One of the Vice-Presidents of an established business in New York City desires to locate in New England.

He is an expert organizer and a specialist in sales management and advertising, also an able financial director.

His services are available in an executive capacity to any well-established New England company, or, if several firms wish to retain him as sales and advertising counsel on a fixed retainer basis, he will go into business on his own account in that capacity.

Few business executives have had such a well-rounded experience, and no better organizer ever lived.

Never in business history have so many firms needed executives of this man's calibre, and never were they harder to find. His availability for a New England connection is a remarkable opportunity for any New England concern that is today rebuilding its organization to be ready for the business rebound now so clearly on its way.

Address "Organizer," Box 34, care of Printers' Ink.

## Disston Develops New Uses

(Continued from page 6)

the individual market, the home, the boy, the farm, the shop school. A previous article in PRINTERS' INK described the company's advertising campaign and how national magazines, farm publications, class and business papers, tell the story to prospects in all fields. Eliminating the carpenter and industrial markets the great big opportunities for development are the home, the boy, the farm and the shop school. The carpenter is a limited field and the mill and factory are in a class by themselves. The problem, then, is to reach home, farm and school and make them buy more Disston products and wear them out more quickly.

### EDUCATIONAL EFFORT CLASSIFIED

Now look forward at the Disston educational programme. It is the operation of this programme that answers the question of how to make more people use more goods and wear them out more quickly. The examination of it should offer many suggestions to the reader. The programme consists of the following physical parts:

1. *Disston Saw Chart.* An illustrated poster 25 by 19 inches, with diagrams of teeth and photographs of different types of saws. It is large enough to be framed and hung on the wall and can be read at a distance.

2. *Disston File Chart.* Same size as the Saw Chart. It shows in diagram and photograph all the important shapes of files and cuts of teeth with a description of each.

3. *The Saw in History.* A book of sixty-five pages describing the development of the saw from the earliest times down to the present day. "Museums, private collections, and musty old records were delved into for information," says the foreword, "and the result constitutes the only complete history of the saw ever compiled into one volume." Almost every page is illustrated.

## AN OPPORTUNITY

### for a man

WHO HAS successfully demonstrated his ability to plan and sell merchandising advertising—

### a man

who knows the advantages of color and illustrations—

### a man

accustomed to using both his head and feet, and not afraid of working too many hours any day—

### a man

ready and willing to go where his talents will bring the best results.

Such a man will be interested in writing—Printers' Ink, stating his experience and salary expected.

**Address, E. M., Box 40, care P.I.**

**185 MADISON AVENUE**

**Advertising Agency requires experienced copy man, capable of good production work on national accounts. Must have ability to make a telling impression in conference with Agency clients.**

This opportunity offers a connection with a well-established Philadelphia Agency that has been in business many years and is known for its unusually thorough service. The proper man will obtain a connection that will permit him to develop as production chief, or for service work with clients.

The right man will find much to enthuse about that should be of material help in creative work.

Necessarily a man of integrity and good appearance is required. Please explain fully your experience. All communications will be held in confidence, either acknowledged or returned.

Address  
"F. P.," Box 38, Care of  
Printers' Ink

## Are You This Man?

We want a man who has gained his experience in house-to-house canvassing, or selling to the consumer, and who now is in a position to direct others. If you have had the actual experience (Books, Aluminum or Brushes preferred), and can now organise and train several thousand representatives in a systematic manner—we have an exceptional proposition to make to you, where your experience and ability will pay you unusually well, with further opportunities to advance if you make good on this job.

We are an old-established manufacturer and have been distributing our products for many years through these channels; our large volume of business is proof that our products are wanted, and are being purchased regularly.

If you can supervise this organization, have had the necessary experience that you can show others—you are the man we want, and we would like to hear from you as to why you think you can handle this job, together with all of the necessary details. Replies confidential.

Address "M. A., Box 38  
Care of Printers' Ink

**4. The File in History.** Seventy-eight pages about equally divided between pictures and text tell an interesting history of the development of the file; a description of the modern method of file making is given; and the many varieties of files and their numerous uses are listed.

**5. The Pruning Book.** Even more profusely illustrated than the saw and file books, this book contains 106 pages and covers the subject of pruning trees and shrubs in a way that any layman may easily understand. It is designed to answer most of the everyday questions that the largest number of people would ask about such subjects.

**6. Saws and Tools for the Farm.** A thirty-two-page book with a double function: To show the farmer how to lighten his labor and make his farm better by acquiring suitable tool equipment and to serve as a text book on farm tools in connection with agricultural study.

**7. Lumberman's Handbook.** A book of information on the construction and care of saws, with chapters on such subjects as "Hammering and Adjusting Circular Saws" and "Twists in Band Saws—How to Locate and Remove Them." It contains 158 pages with hundreds of pictures.

Other literature is "The Disston Saw, Tool & File Book," the "Disston Catalogue" and "How a Disston Hand Saw Is Made." In addition there is a motion-picture film of 3,500 feet on "Making Crucible Steel, Circular Saws, Band Saws, Cross-cut Saws, Hand Saws, Files and Rasps."

This educational programme works in two ways: (1) Through advertising in business papers of all kinds, the three books on the saw, the file and pruning tools are distributed one by one to prospects and users everywhere. (2) Through advertising in a special list of papers going to shop schools, teachers, agricultural colleges and manual training departments, charts and books have found and are finding their way into the hands of thousands and tens of thousands of young men.

May 11, 1922

May 11, 1922

PRINTERS' INK

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# JOSEPH RICHARDS COMPANY

INCORPORATED



ADVERTISING

NINE EAST FORTIETH STREET NEW YORK

April 27, 1922

Mr. P. B. Ingraham,  
Printer's Ink Pub. Co.  
185 Madison Ave., City

Dear Mr. Ingraham,

I have read with interest your letter and the long letter by Mr. Romer telling how circulation has been secured for Printer's Ink. It gives us confidence in our advertising, which, by the way, we are very well pleased with.

We have discovered, through many channels, that our advertising was very well read and that the point of it had gotten into the consciousness of the advertising fraternity very much more than we could have expected considering the time we have been at it and the infrequency of insertion in view of the fact that you publish a weekly.

I am glad to express this sense of our gratification in the work done in your paper.

Yours sincerely

# Are You Getting Your Share of Business in New England?

"Record Construction in New England" is the heading of a report on the building situation of the country just issued by the F. W. Dodge Co. It goes on to say:

"April building contracts in New England amounted to \$44,510,000, which is 5 millions greater than the previous high record for the district, reached in March, 1920. The April total was 60% ahead of the previous month and two and a half times the figure for April, 1921.

"The total amount of contracts awarded in this district during the first four months of this year has been two and a quarter times the amount for the corresponding period of 1921.

"Last month's total included: \$14,485,000, or 32%, for residential buildings; \$14,379,000, or 32%, for business buildings; \$4,606,000, or 10%, for educational buildings; and \$4,204,000, or 9%, for industrial buildings.

"Contemplated new work reported in April amounted to \$51,873,000."

Money is being spent in the New England market this year. Using the building figures as a criterion, one can imagine what a host of other business will be forthcoming from this prosperous market.

To get your share of this business, use the home daily newspapers of New England. They blanket the entire market thoroughly and at a comparatively low cost.

#### FITCHBURG, MASS., SENTINEL

Net Paid Circulation now 10,589  
Population 41,013, with suburbs 110,000

#### LOWELL, MASS. COURIER-CITIZEN LEADER

Daily Circulation 19,889 P. O.  
Population 112,759, with suburbs 150,000

#### LYNN, MASS., ITEM

Daily Cir. 15,504 A. B. C.—2c copy  
Population 99,198, with suburbs 125,000

#### NEW BEDFORD, MASS. STANDARD & MERCURY

Daily Circulation 28,555 A.B.C.—2c copy  
Population 121,217, with suburbs 160,000

#### SALEM, MASS., NEWS

Daily Circulation 20,023 P. O.  
Population 43,697, with suburbs 150,000

#### SPRINGFIELD, MASS., UNION

Daily Circulation 56,055 A. B. C.  
Population 129,563, with suburbs 250,000

#### WORCESTER, MASS. TELEGRAM GAZETTE

Daily Circulation 73,444  
Population 179,754, with suburbs 350,000

#### PAWTUCKET, R. I., TIMES

Net Paid Circulation 23,824 A. B. C.  
Serves territory of 130,000

#### BRIDGEPORT, CT.

POST TELEGRAM

Daily Circulation 46,730 A. B. C.  
Population 150,000, with suburbs 220,000

#### HARTFORD, CT., TIMES

Daily Circulation 43,955 A.B.C.—3c copy  
Population 138,036, with suburbs 373,000

#### NEW HAVEN, CT., REGISTER

Daily and Sunday Cir. 32,537 P. O.  
Population 165,000, with suburbs 225,000

#### NEW LONDON, CT., DAY (Evening)

Daily Cir. over 10,640 A. B. C.—3c copy  
Population 25,688, with suburbs 60,000

#### PORTLAND, ME., EXPRESS

Daily Circulation 25,424 P. O.  
Member A. B. C.  
Population 69,169, with suburbs 75,000

#### BURLINGTON, VT., FREE PRESS

Daily Circulation 10,889 A. B. C.  
Population 22,779, with suburbs 40,000

#### MANCHESTER, N. H. UNION and LEADER

Daily Circulation 28,649 A. B. C.  
Population 75,063, with suburbs 150,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

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who are spending time and money to learn trades in which Disston tools are used.

Some years ago, the Disston company had its attention called to the fact that users of Disston saws and files were interested in the origin and history of these articles. Many requests were received for various kinds of information about them from mechanics and others.

It may surprise many advertisers to know that any of their customers are interested in knowing how an article of merchandise came to be invented and the way in which it is manufactured. There is a suggestion here that manufacturers of other goods would probably find it profitable to investigate the ancient history of their products. Such an investigation might uncover uses that could be brought back or spread around more evenly.

For example: A man who has lived in the city all his life decides to live on a farm. When it comes to providing himself with tools, he thinks he had better have an axe to chop down trees and split firewood. He buys an axe and uses it as he planned and is perfectly happy until he reads in the Disston book, "The Saw in History" the following:

"The felling of timber by the axe, with its resultant waste, great expenditure of labor and loss of time, led inevitably to the development of cross-cut saws."

And again: "While the cross-cut saw finally has practically replaced the axe for felling and cutting up trees, its use is not by any means confined to this work."

After reading that, how can the man be satisfied until he has a cross-cut saw?

#### THOUSANDS OF BOOKS DISTRIBUTED IN SCHOOLS

While saw and tool users, and the other classes of people, show a great deal of interest in the educational literature of the Disston company, the greatest and most important use for it is in the schools. The company has distributed in the neighborhood of 15,000 of the saw and file book-

## From the Advertisers' Viewpoint

nearly every worth-while family in Portland, Me., takes the *Portland Express*.

Comparison of latest census figures with the circulation records (sworn) of the *Portland Express* shows that the *Express* is taken

in 15 of  
every 16 homes  
in Portland, Me.

## Portland Express

*The Julius Mathews Special Agency*  
Boston—New York—Detroit—Chicago

When in New York  
*SEE*

"The Advertising  
of Kate"

At the Ritz Theatre

"Advertising is the driving force of the world," says Kate Blackwell, the cleverest woman in the advertising world.

quests received from teachers and lets this year to schools upon re-students. In hundreds of schools the books have been adopted as text books.

Copy now being used in the educational journals is "lesson" style. The advertisements run in a series bearing such titles as, "How to Choose a Saw" and "How to Care for a Saw." Under the title each advertisement carries the subtitle "A Lesson in Outline." The text of each advertisement deals with the subject in technical detail and is designed to be just long enough to whet the appetite of the reader for more information. In the lower left-hand corner of each advertisement is a brief reference to the subject of the next advertisement to come, as, "The June issue will contain an outline lesson on 'How to File a Saw.'"

"The Pruning Book" is the most interesting to the lay user of saws, since more people live in proximity to the growing things of nature and may be persuaded to buy pruning tools and use them than there are people who can be taught to build and repair.

The general principles of pruning are first presented in a most entertaining way—with pictures and actual examples. Tree structure is described, decay—its cause and treatment, how to excavate and fill cavities, removing limbs and protecting wounds to prevent decay.

The pruning of forest and shade trees, tree planting, renovating old orchards, the care of fruit and nut trees, vine, shrub, hedge and bush pruning—all of these subjects are discussed in a concise and vivid way that is easy to read.

Pages 97 to 105 illustrate and describe the tools—and were there twice as many of them it would not dismay the stingiest man who ever worked around a yard or garden—only no lover of nature is ever stingy.

What a chance to wear out saws, and hooks, and knives and shears! Spring and autumn, summer and winter—four seasons a year, and something to be taken care of all the time, even in the dead of win-

ter when storms of wind and sleet ravage trees and shrubs.

"Our business," said S. Horace Disston, vice-president in charge of sales, "is showing a most gratifying increase for the first four months of 1922 as compared with the same period a year ago. Total number of orders received this year are about three times greater than last year. The prospects for increased business in all of our departments are good. From the way things look at present our sales to wood- and metal-working factories and mills should be at least 50 per cent better this year than last. The outlook in the hardware trade for sales to mechanics and the home and farm markets is extremely promising, while our school business works steadily year after year almost unaffected by the general conditions."

"All things considered, we look for a good year. During 1921 we were hampered to a large extent by the fact that we were unable to make more than one reduction in our selling prices, due to the fact that we did not raise our prices during the inflated-price period at the rate adopted by so many firms. Consequently, our present selling prices are not exorbitantly high as compared with our pre-war prices."

#### Advertising for Support for Eighteenth Amendment

There has been formed in Philadelphia "The Law Enforcement League," the purpose of which is to enforce, by public opinion, the Eighteenth Amendment. In order to accomplish this, the League is using newspaper space to secure members, the idea being to enroll as many citizens as possible and so have a body of law-abiding citizens co-operatively opposed to violation of the law. There are no assessed dues. The burden of the appeal is "civic duty."

#### Helen A. Ballard with Capitol Agency

Helen A. Ballard has joined the copy staff and research department of The Capitol Advertising Company of New York, Inc. Miss Ballard has been engaged in advertising work for Sears, Roebuck & Co., in industrial investigation work for the United States Immigration Commission, and was at one time a member of the editorial staff of PRINTERS' INK.

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## Subject: Advertising Coordination.

Gentlemen:

In advertising, as in Education, COORDINATION is the measure of success.

In education the experts grade the scholar's coordination by the completeness and speed with which his mind, nerves and muscles function. Normal coordination is rated at 90-110. This does not mean "school grades." Sub-normal is anything below 90. Super-normal is anything above 110. About 55% are normal; 35% below normal; 10% above normal. Those above normal have instant and almost complete coordination.

In advertising, perhaps not more than 10% of national advertisers coordinate all the processes of marketing. Some are way below normal, not doing half the coordination of advertising and selling that they should do. Some neglect so many of their opportunities to make all of their efforts work together that it is almost pitiable. Others may neglect only one of the necessary elements of marketing, but that neglect denies them the very results which they think they have a right to expect.

Some national advertisers admit their lack of coordination of their advertising and selling efforts; indeed they almost make you think that they are proud of their shortcomings—yet they do not buckle down to the hard necessity of keeping at it with infinite patience until all of the separate parts do coordinate successfully.

Often their trouble is that they are interested in too many civic affairs at the expense of their business—or play too much golf—or serve on too many boards—or they just naturally fail to put into active operation the steps which they have decided upon in conference.

The advertising agency cannot do everything, but it should do its part. The advertiser and the agency should coordinate their separate efforts just as completely as the experienced, successful agency asks its client to coordinate his own advertising and selling plans.

We do not claim exceptional ability in this field, but we have spent 25 years and more in our advertising agency constantly working to improve our own and our clients' practical coordination of everything that pertains to advertising and selling.

We will be pleased to discuss this subject further with any national advertiser whom we are in a position to serve.

Yours very truly,

*M. P. Gould Company*  
Advertising Agency

60 W. 35, N. Y.

These letters appear every other week on first page preceding "Editorial."  
Next subject, "The Foundation Comes First," May 25th.

# PRINTERS' INK

Registered U. S. Patent Office

*A JOURNAL FOR ADVERTISERS*

*Founded 1888 by George P. Rowell*

**PRINTERS' INK PUBLISHING COMPANY**  
Publishers.

**OFFICE:** 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S. Michigan Blvd., DOUGLAS TAYLOR, Manager. Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building, M. C. MOGENSEN, Manager.

Canadian Office: Lumden Bldg., Toronto, H. M. TANDY, Manager.

London Office: 233 High Holborn, W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued Thursdays. Three dollars a year, \$1.50

for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.75.

Classified 35 cents a line, Minimum order \$-.75.

JOHN IRVING ROMER, Editor

FREDERICK C. KENDALL, Managing Editor

JOHN ALLEN MURPHY, Associate Editor

ROY DICKINSON, Associate Editor

R. W. PALMER, News Editor

**EDITORIAL STAFF:**

Roland Cole                    Albert E. Haase

Roy W. Johnson                E. B. Weiss

C. B. Larabee

Chicago: G. A. Nichols

D. M. Hubbard

London: Thomas Russell

NEW YORK, MAY 11, 1922

**Some Sales  
Compensa-  
tion  
Difficulties**

PRINTERS' INK of the peculiar sales compensation difficulties that enter his business. His men are paid a salary, a bonus and traveling expenses. It is the bonus part of the arrangement that causes all the trouble. It is awarded on a basis of sales. But the business is of such a nature that at least two salesmen may figure in a single sale. Through the efforts of the New Orleans salesman, for instance, a concern in that city that is ordering a fleet of motor trucks specifies our correspondent's accessory. But the trucks are made by a Chicago manufacturer, and, therefore, the acces-

sories for this New Orleans order will be delivered in the territory of the company's Chicago representative. Who is entitled to the credit? Quite clearly most of the credit belongs to the Louisiana salesman. He actually got the order. But the Chicago salesman is entitled to some credit. No doubt he has already done some missionary work on the truck manufacturer. Perhaps it was through his efforts that the accessory first appeared on a truck in the New Orleans market.

Situations such as this—and they are common, for nearly every business can produce a parallel example—are one reason for the growing use of the point system in sales compensation practice. A system of points can be devised allowing points to every salesman entering into a sale—of course, giving the most credit to the man who actually gets the name on the dotted line.

But in the awarding of sales credits, the most important factor in the transaction is too often forgotten. And that is the house itself. In the last analysis, sales are not made by Jones of Michigan or Smith of Georgia or Wilson of Montana. The chances are the company itself made those sales. To be sure, Jones, Smith and Wilson helped, but they should not be too eager to take the entire credit. Were it not for the steady advertising and constant promotion of their employers, Jones, Smith and Wilson would have a very much harder row to hoe.

A salesman gets a large order today. Fine work! He deserves hearty congratulations. But to keep his head from swelling, he should remember that it took years to get that order. The order was started long before the present salesman came with the company. It was started when a salesman of the company called on this buyer years ago and was turned down. Subsequent salesmen called, gave their selling talk and came away empty-handed. The work of these men was not fruitless, however. It paved the

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way for the order just received. That order was started when the company began to advertise in business papers. It was started when the company began to shoot direct mail at this obstinate buyer. It was started when the company began to advertise to the consumer. The hundreds of persons who asked for the product helped the salesman make that large sale today.

Our problems of sales compensation would be greatly simplified if we would remember that interests of the house, itself, should receive first consideration. After all, it is the most important factor in every sale.

#### **Press Agency and the Trade Commission**

A recent test case filed by the Federal Trade Commission against the Calumet Baking Powder Company is of considerable interest to advertisers, in that it indicates a possible remedy for certain varieties of press agency. The complaint filed by the Commission clearly indicates that it regards the circulation of news articles, etc., reflecting on a rival industry, as unfair competition within the meaning of the Trade Commission Act, unless they bear a clear indication of their origin.

The specific acts complained of comprise the publication of reprints from medical journals and the opinions of medical and chemical authorities, reflecting adversely upon the use of self-raising flour. "Such publication by respondent," says the formal complaint, "of adverse, disparaging and derogatory opinions with reference to the wholesomeness of a competitor's product . . . the connection with, the responsibility for, and the interest of the respondent therein being concealed and undisclosed . . . is an unfair method of competition." The complaint does not allege that the statements were misleading, but is based upon the fact that they were put out anonymously, "in the guise of disinterested and expert opinion."

Irrespective of the merits of the present case, if the Trade Commission can put an end to anonymous advertising of this sort, it will do the business community a conspicuous service. It is not at all unlikely that the Calumet company, as it declares, is chiefly interested in securing proper standards and regulations for mixed flours. But it would seem that this end might better be sought through the medium of signed advertisements rather than by anonymous reading notices.

#### **Back to First Principles**

The largest wholesale house in the country has gone back to first principles. It started out on the proposition that selling exclusively by mail was the most economical and the most resultful in the long run—therefore, the most profitable.

As it grew in size, it extended its field far beyond its original conception and still maintained the catalogue as its main selling force. But during the last ten years it has employed an increasing number of road salesmen, also. Its former policy was to use business-paper space to advertise its catalogue. But with its continued expansion it began to advertise specific merchandise. Now it has dropped all side issues. Its entire selling dependence is placed upon the catalogue and all its advertising policy is formed in accordance.

Has this house stepped back ten years? Are the "good old days" the better ones after all? Have we been running amuck during the last decade? If the firm in question will permit us to answer for it in these respects, we will say that its reversion to earlier methods, far from indicating a backward step, shows in an illuminating way the value of a great business having a main issue and not letting other things interfere. If a business has grown to be the leader in its line in the country, or in the world, as this one has, then it must be right, whether its methods are those of now or ten years ago.

It is entirely conceivable that a

business may, under certain conditions, take on modernism faster than its advertising can assimilate it. If this be ultra-conservatism, then make the most of it. Anyway, it is something interesting to think about.

### *Small Territories and Big Sales*

The good salesman with a small territory is seldom the salesman who complains about saturated markets. The smaller the territory the more intimate the salesman can become with its life and its interests. He knows local conditions. He not only knows the names of his dealers and prospects, he also knows the names of other people in the territory. He is acquainted with local history, can watch business trends, can even, in a limited way, predict future growth. He doesn't have to depend on prepared prospect lists, but knows when each new store is built, knows who is building it and what are his personal peculiarities. In other words, he becomes as much of a citizen of his territory as a dealer becomes a citizen of a community. His territory is his community.

Of course, the matter of small territories could be carried to a ridiculous minimum. But the real salesman who has a small territory won't let its size interfere with his progress. And his chief value to his company will be that he will be in a position, not to hold old business alone, but to dig up new outlets and get new business.

### *Henry Davison's Advertising Orbit*

Henry P. Davison was undoubtedly one of the most popular bankers this country has ever known. His untimely death last Saturday is deeply regretted by millions of persons in every walk of life. His passing will come as a great personal loss to many advertising men who were intimately associated with him in Red Cross work during the war.

While Mr. Davison attained

proud eminence in the banking world, it is the achievement of the Red Cross while we were at war with Germany that will always stand as his greatest monument. That will rest for all time as among the most spectacular jobs in quick and thorough organization in all history.

Mr. Davison was the acme of unselfishness. "Help men up" was his creed; "Getting things done" was his philosophy.

In early life Mr. Davison conceived the idea of building an orbit. He believed that every person would get farther in life if he had a circle of influence constructed around him. Let every man select a group of desirable people and make himself better known to this group. Much of Mr. Davison's success was due to the fact that he practiced this idea himself. He did his work as well as he could do it and then advertised his accomplishments to those who should be interested in it. He kept himself sold to his orbit.

### *Harold Wengler Returns to "The World"*

Harold Wengler has left the S. C. Beckwith Special Agency to join the New York *World*, Syndicate Department. Mr. Wengler previously had been a member of the editorial staff of *The World*, New York.

### *Two Railroads Plan Newspaper Campaign*

The Delaware and Hudson and the Ulster & Delaware Railroad Companies have placed their advertising accounts with the Wendell P. Colton Company, New York. Newspaper campaigns are planned.

### *J. Jay Fuller Establishes Own Business*

J. Jay Fuller, executive associate of James Wallen, East Aurora, N. Y., has resigned effective June 1. Mr. Fuller will specialize in sales extension work.

### *Richard J. Walsh with "Collier's"*

Richard J. Walsh, recently with Barrows & Richardson, advertising agency, New York, has been made associate editor of *Collier's*, New York.

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## Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

150 WEST THIRTY-SECOND STREET

*New York*

**AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS**

**CLIENTS**

Liggett & Myers Tobacco Co.  
(*Fatima, Chesterfield and*  
*Piedmont Cigarettes*)  
Johns-Manville Incorporated  
Western Electric Co.  
American Chicle Company

**"NOT HOW MUCH, BUT HOW WELL"**

**NOTE:** In accordance with its policy  
of concentration, this agency does not  
permit the initial study and development  
of service on a new account to be inter-  
rupted by the acceptance of a still newer

one. During the considerable period,  
therefore, while the problems of our  
fourth and newest client, the American  
Chicle Company, are being mastered,  
a fifth account will not be sought.

## Wanted:

A General Manager for Juvenile Department of a large publishing house. Must have both selling experience and an editorial knowledge of the field. A successful line now established which can serve as a nucleus upon which a large business with proper remuneration can be built; to the man who can help build it. Address "W. C.", Box 41, care of Printers' Ink.

## High-Class Specialty Salesmen

If you have confidence in your ability—sufficient to finance yourself until commissions are due, we suggest you answer this ad.

We manufacture essential dry goods store equipment, the line is the best known, the commission generous and some of our men earning ten to twelve thousand dollars.

**State particulars in full  
in first letter**

Address: "L. S." Box 42,  
care of Printers' Ink.

## Illinois Press Convention in Chicago

Two hundred and fifty editors and publishers attended the Reconstruction Convention of the Illinois Press Association held in Chicago last week. The following officers were elected at the closing sessions Saturday, April 29: President, Fred M. Rolenz, Murphysboro *Independent*; first vice-president, John M. Harrison, Danville *Commercial News*; second vice-president, J. E. Dertinger, Bushnell *Record*; third vice-president, Kathryn McLain, LaSalle *Post*; secretary, H. L. Williamson, Waukegan *Sun*.

The following were elected to the Executive Committee: S. P. Preston, Gillespie *News*; B. S. Herbert, *National Printer-Journalist*, Chicago; Charles B. Mead, Geneva *Republican*; John M. Sheets, Oblong *Oracle*; Paul R. Goddard, Tazewell County *Reporter*, Washington.

## An Advertising Angle for Banks

In an address before the third annual conference of the National Association of Mutual Savings Banks at Atlantic City, last week, Orris C. Lester of the Metropolitan Life Insurance Company, asked that legitimate financial institutions protect the public against financial sharpers. Mr. Lester, who was former director of savings of the United States Treasury Department, is speaking on this subject said in part:

"The public needs also to be protected against too many schemes of saving and so-called thrift programmes. We are going to cheapen a great idea and handicap a great cause by too many agencies trying to capitalize this great national wave of thrift sentiment."

## Technical Advertisers to Meet

A. L. Backert, vice-president of The Penton Publishing Company, Cleveland, will address the Technical Publicity Association, New York, at a dinner meeting to be held at the Machinery Club on the evening of May 12. He will speak on "Success Prophets."

This meeting will also be addressed by Martinus Andersen, of the Lejaren A. Hiller Studios, on "The Use of High Grade Photographs in Technical Advertising."

## Newspaper Production Month of March

Newspaper production in United States mills, in March totaled 117,507 tons compared with 107,532 tons in 1921 and 127,847 tons in 1920. Shipments were 117,142 tons against 104,919 tons in March, 1921, and 128,238 in March, 1920. Mill stocks on hand March 31 last were 28,180 tons against 41,789 tons a year ago and 27,564 two years ago. Mill stocks equaled about six days' normal output.

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## Do You Know A Real Printing Salesman?

One of the largest printing plants is seeking the services of a Specialty Salesman that is in close touch with National advertisers using large quantities of booklets; also Manufacturers who use large quantities of color work, especially labels.

We are equipped to produce this class of work at a very economical cost and in unusually large quantities.

If you know a printing salesman of such qualifications and would do him a real favor, put him in touch with us. This is a ground-floor opportunity. His territory would comprise practically the whole country.

All communications will be treated confidentially, and if desirable, applicants may withhold their identity by communicating through the Chicago office of Printers' Ink, where all such applications will be heard before being submitted to us. Address "S. M." Box 38, care of Printers' Ink.

# Catholics Are Human!

**They are not Strange, Ethereal  
Beings from Another Planet**

Catholics eat, smoke, clothe themselves, ride in automobiles, travel; they live in houses and surround themselves with furniture and all the things which make up healthful, joyous living—just as you do.

## CATHOLICS BUY

The religion of a Catholic may differ from your religion.

But you do not let religious differences enter into your business.

*Seventeen million Catholics spend American money.*

They can spend some of it with you.

Catholic families buy more of everything than other families because Catholic families are bigger.

Extension Magazine's subscription list of 200,000 gives you a field of over 1,400,000 prospective buyers.

If your proposition is wholesome and honest, you can talk to a Catholic more convincingly in a magazine of his own Faith. Other advertisers have found that out. Perhaps your competitor has. If you do not want to leave this big field of 17,000,000 entirely to the other man come into

## **EXTENSION MAGAZINE**

*The World's Greatest Catholic Monthly*

Member of the Audit Bureau of Circulations

**Home Office: 180 N. Wabash Avenue, Chicago, Ill.**

Eastern Office:

LEE & WILLIAMSON, 171 Madison Avenue, New York, N. Y.

**MAY MAGAZINES****VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES**(Exclusive of publishers' own  
advertising)**Standard Size**

	Pages	Lines
Review of Reviews.....	138	30,949
World's Work .....	117	26,379
Atlantic Monthly .....	114	25,605
Harper's .....	110	24,780
Scribner's .....	83	18,732
Century .....	63	14,126
St. Nicholas .....	43	9,632
Current Opinion .....	33	7,441
Bookman .....	23	5,238
Our World .....	21	4,774
Wide World .....	18	4,212
Munsey's .....	15	3,541
Blue Book .....	12	2,772
Everybody's .....	6	1,500

**Flat Size**

	Columns	Lines
American .....	274	39,261
Physical Culture .....	257	36,753
Red Book .....	202	29,018
Cosmopolitan .....	147	21,031
American Boy .....	91	18,200
Photoplay .....	122	17,511
Sunset .....	118	17,012
True Story .....	116	16,621
Hearst's International....	88	14,987
Motion Picture Magazine	95	13,598
Success .....	80	11,454
Metropolitan .....	74	10,616
Boys' Life .....	61	10,462
Asia .....	70	9,732
Boys' Magazine .....	40	6,844

**WOMEN'S MAGAZINES**

	Columns	Lines
Vogue (2 issues) .....	501	79,261
Ladies' Home Journal....	412	70,123
Good Housekeeping.....	349	49,987
Harper's Bazar .....	246	41,423
Woman's Home Comp....	232	39,532
Pictorial Review .....	188	37,714
McCall's .....	125	25,025
Delineator .....	146	24,873
Designer .....	114	19,417
Modern Priscilla .....	105	17,921
Holland's .....	81	15,434
Woman's World .....	82	13,959
Fashionable Dress .....	77	13,248
People's Home Journal ..	72	12,240
People's Popular Mo.....	45	8,631
Needlecraft .....	41	7,055
Mother's Magazine .....	19	3,370

**Elks are the  
"Contact Men"  
of Business**

WHEN your advertising message first appears in the great new national medium, "The Elks Magazine"—what will be the type of its readers?

You know that they possess a combined purchasing power far beyond that of the ordinary magazine reader.

But do you realize that in the Grand Order of Elks the natural law of selection has been at work in your behalf?

That out of all the greater millions, the Elks order has selected 850,000 men who care most for contacts with their fellows?

Isn't it a great advantage to your advertising message to give it spread to these contact men of business?

**The Elks**  
*Magazine*

"850,000 voluntarily subscribed for"

Telephone Vanderbilt 8757

50 East 42nd Street, New York City

EASTERN OFFICE:  
Rufus French, Inc., New York

NEW ENGLAND OFFICE:  
Charles Dorr—J. Walter Cameron, Boston

WESTERN OFFICE:  
Archer A. King, Inc., Chicago

PACIFIC COAST OFFICE:  
A. J. Norris Hill, San Francisco

# New Haven

**Connecticut's  
Largest City!**

# Register

**Recognized  
Leading Paper!**

## LEADS in Circulation

Largest by many thousands. City circulation, alone, larger by thousands than Entire circulation of any other New Haven paper.

## LEADS in Advertising

Largest by More than a Million Lines. More foreign advertising in year 1921 than ALL others COMBINED.

(De Lisser Bros. Measurement)

**With the largest circulation in its history—and growing steadily!**

## New Haven Register

*The Julius Mathews Special Agency  
Boston—New York—Detroit—Chicago*

**MONTHLY MAGAZINES CARRYING  
GENERAL AND CLASS  
ADVERTISING**

	Columns	Lines
Town & Country (2 is.)	405	68,041
House & Garden	371	58,718
Country Life	288	48,475
Motor	272	45,780
Vanity Fair	260	41,164
Popular Mechanics (pg.)	151	33,992
Field and Stream	227	32,571
System	223	32,04
Arts & Decoration	169	28,536
House Beautiful	179	27,681
Normal Instructor	134	22,942
Outers' Recreation	159	22,825
Popular Science Monthly	128	19,563
National Sportsman	131	18,798
Science & Invention	112	16,569
Outdoor Life	113	16,177
Motor Life	82	13,076
Theatre	77	12,209
Garden Magazine	82	11,480
Forest & Stream	77	11,128
Rotarian	66	9,737
Association Men	65	9,100
Internat'l Studio (April)	56	7,858
Outing	52	7,544
McClure's	48	6,864
Illustrated World (pg.)	27	6,111
Extension Magazine	19	3,287

**VOLUME OF ADVERTISING IN  
CANADIAN MAGAZINES**

MacLean's (2 Apr. issues)	263	46,055
Canadian Home Journal	147	25,847
West'n Home Mo. (Apr.)	132	23,720
Everywoman's World	127	22,264
Canadian Magazine	53	12,012
Rod & Gun in Canada	73	10,471
LaCanadienne	59	10,464

**VOLUME OF ADVERTISING IN  
APRIL WEEKLIES**

April 1-8	Columns	Lines
Saturday Evening Post..	273	46,519
American Weekly....	71	19,463
Literary Digest .....	92	14,080
Forbes .....	53	9,179
Outlook .....	50	7,396
Life .....	40	5,798
Christian Herald .....	33	5,762
American Legion W'kly	38	5,505
Independent & W. Rev.	30	4,366
Argosy-All-Story (Pg.)	16	3,652
Youth's Companion....	16	2,852
Collier's .....	14	2,438
Nation .....	16	2,363
Churchman .....	15	2,110
Judge .....	12	1,771
New Republic .....	12	1,764
Leslie's .....	6	974

CARRYING  
ASS

mins	Lines
05	68,041
71	58,718
88	48,475
72	45,780
50	41,164
51	33,992
27	32,571
23	32,004
59	28,536
79	27,681
14	22,942
59	22,825
28	19,563
31	18,798
12	16,569
3	16,177
12	13,076
7	12,209
12	11,480
7	11,128
6	9,737
5	9,100
6	7,858
2	7,544
8	6,864
7	6,111
9	3,287

ING IN NES	
3	46,055
7	25,847
2	23,720
7	22,264
3	12,012
3	10,471
9	10,464

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ins	Lines
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1	19,463
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3	9,179
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3	5,798
3	5,762
3	5,505
0	4,366
3	3,652
3	2,852
3	2,438
3	2,363
3	2,110
2	1,771
1	1,764
3	974

## Attention value—

## Reader influence—

## Responsiveness to printed appeal—

these are factors in circulation quality that publishers, continually, are claiming for their mediums. **PHYSICAL CULTURE** proves that these qualities inhere in its circulation thro' the continued use of keyed advertisements in its pages in increasing space. It is the "show me" monthly.

Now as ever

**"The Magazine That Pays  
Mail Order Advertisers Will  
Pay National Advertisers."**

# PHYSICAL CULTURE

113-119 West 40th Street

NEW YORK CITY

W. C. W. DURAND, Advertising Director

CHAS. H. SHATTUCK

*Western Manager*

Peoples Gas Building, Chicago

METZ B. HAYES

*New England Manager*

Little Building, Boston

**April 4-10**

	Columns	Lines		Columns	Lines
Saturday Evening Post..	384	65,320	Collier's .....	17	2,957
Literary Digest .....	114	17,363	Christian Herald.....	15	2,698
American Weekly ....	57	15,868	Argosy-All-Story (Pg.)..	11	2,670
New Republic .....	67	9,922	Churchman .....	13	1,923
Nation .....	57	8,069	Leslie's .....	6	945
Outlook .....	48	7,139	Judge .....	4	711
Forbes .....	43	6,625			
Christian Herald .....	34	5,824	<b>Totals for April</b>	<b>Columns</b>	<b>Lines</b>
American Legion W'kly	38	5,538	Saturday Evening Post..	1604	272,847
Collier's .....	25	4,405	American Weekly .....	287	78,851
Life .....	27	3,881	Literary Digest .....	515	78,386
Independent & W. Rev.	22	3,227	Outlook .....	192	28,340
Argosy-All-Story (Pg.)..	13	3,020	Christian Herald .....	139	23,761
Youth's Companion....	16	2,918	Independent & W. Rev.	155	22,208
Churchman .....	18	2,653	Forbes .....	131	21,173
Leslie's .....	16	2,349	American Legion W'kly	135	19,446
Judge .....	5	745	Collier's .....	108	18,480
			New Republic .....	114	16,790

**April 11-17**

	Columns	Lines		Columns	Lines
Saturday Evening Post..	367	62,394	Nation .....	109	15,301
Literary Digest .....	121	18,441	Argosy-All-Story (Pg.)..	64	14,374
American Weekly ....	42	11,754	Churchman .....	91	12,772
Outlook .....	44	6,603	Youth's Companion....	55	9,460
Forbes .....	35	5,369	Leslie's .....	49	7,061
Christian Herald .....	28	4,847	Judge .....	37	5,364
American Legion W'kly	31	4,437			
Churchman .....	30	4,319	<b>RECAPITULATIONS OF ADVERTISING IN MONTHLY CLASSIFICATIONS</b>		
Life .....	27	3,924			
Collier's .....	22	3,774			
Independent & W. Rev.	22	3,163			
Nation .....	21	2,976			
New Republic .....	19	2,920			
Argosy-All-Story (Pg.)..	12	2,800			
Youth's Companion....	13	2,371			
Judge .....	8	1,246			
Leslie's .....	7	1,137			

**April 18-24**

	Columns	Lines		Columns	Lines
Saturday Evening Post..	305	51,947	1. Vogue (2 issues)....	501	79,261
Literary Digest .....	113	17,333	2. Ladies' Home Journal	412	70,123
American Weekly ....	58	16,096	3. Town & Country (2 ia.)	405	68,041
Outlook .....	48	7,202	4. House & Garden....	371	58,718
Collier's .....	28	4,876	5. Good Housekeeping..	349	49,987
Christian Herald .....	27	4,630	6. Country Life .....	288	48,475
Independent & W. Rev.	28	4,063	7. MacLean's (2 Apr. ia.)	263	46,055
American Legion W'kly	27	3,966	8. Motor .....	272	45,780
Life .....	19	2,852	9. Harper's Bazaar ....	246	41,423
Argosy-All-Story (Pg.)..	9	2,232	10. Vanity Fair .....	260	41,164
New Republic .....	14	2,184	11. Woman's Home Comp.	232	39,532
Nation .....	13	1,893	12. American .....	274	39,261
Churchman .....	12	1,765	13. Pictorial Review ....	188	37,714
Leslie's .....	11	1,656	14. Physical Culture ....	257	36,753
Youth's Companion....	7	1,319	15. Pop. Mechanics (Pg.)	151	33,992
Judge .....	6	891	16. Field and Stream....	227	32,571

**April 25-30**

	Columns	Lines		Columns	Lines
Saturday Evening Post..	274	46,667	The publication of a monthly house		
American Weekly ....	57	15,670	magazine, "The Burley Tobacco		
Literary Digest .....	73	11,169	Grower," has been begun by the Burley		
Independent & W. Rev.	50	7,389	Tobacco Growers' Co-operative Association,		

Lexington, Ky. J. Sherman Porter is manager.

ans	Lines
7	2,987
5	2,698
1	2,670
3	1,925
6	945
4	711
ans	Lines
4	272,847
7	78,851
5	78,386
2	28,340
9	23,761
5	22,208
1	21,173
5	19,446
8	18,480
4	16,790
5	16,455
9	15,301
4	14,374
1	12,772
5	9,460
9	7,061
7	5,364

ADVERTISING  
ASSOCIATION

ans	Lines
1	79,261
2	70,123
5	68,041
1	58,718
9	49,987
3	48,475
4	46,055
2	45,780
5	41,423
0	41,164
2	39,532
4	39,261
3	37,714
7	36,753
1	33,992
7	32,571
3	32,004
3	30,949
2	29,018
0	28,536
9	27,681
7	26,379
2	25,847
8	25,605
5	25,025

hly house  
Tobacco  
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## When You Are the Hero

You remember when you came back from the motion picture theatre the other night how you caught yourself imitating the ways of the hero, the manner in which he carried himself, held up his head, swung his arms.

Like you, every night, all across the nation men and women are unconsciously taking over the personalities of those whom they have seen and admired on the screen.

And with the new personalities come new desires for the better things of life—desires that are yours to capitalize when you use the advertising pages of

## PHOTOPLAY

James R. Quirk, Publisher

C. W. Fuller, Advertising Manager

25 W. 45th St., New York      350 N. Clark St., Chicago

**"PRINTERS' INK'S" FOUR-YEAR RECORD OF  
MAY ADVERTISING**

**GENERAL MAGAZINES**

	1922	1921	1920	1919	Totals
American	39,261	39,462	73,312	53,115	205,150
Red Book	29,018	30,733	42,595	32,890	135,236
Review of Reviews	30,949	30,390	34,926	33,152	129,417
World's Work	26,379	29,344	36,560	34,720	127,003
Cosmopolitan	21,031	21,147	44,333	31,258	117,769
Harper's	24,780	26,955	29,820	28,084	109,639
Physical Culture	36,753	23,770	26,811	22,174	109,508
Atlantic Monthly	25,605	26,095	29,935	23,949	105,584
Scribner's	18,732	20,972	31,258	23,632	94,594
Sunset	17,013	21,707	33,140	20,709	92,568
American Boy	18,200	19,074	32,314	21,790	91,378
Photoplay	17,511	17,65*	23,532	19,084	77,784
Metropolitan	*10,616	12,797	27,645	25,196	76,254
Century	14,126	18,830	22,204	19,800	74,960
Motion Picture Magazine	13,598	14,014	27,844	14,821	70,277
McClure's	16,864	11,023	28,158	24,060	70,105
Hearst's International	14,987	11,271	22,401	10,813	59,472
Boys' Life	10,462	13,674	21,365	11,146	56,647
St. Nicholas	9,632	10,063	12,544	12,228	44,467
Everybody's	*1,500	3,954	16,234	13,884	35,572
Boys' Magazine	6,844	7,382	9,436	6,879	30,541
Munsey's	3,541	6,972	9,338	9,240	29,091
Current Opinion	*7,441	*5,340	*6,282	2,668	21,731

\*New size.

	404,842	422,626	641,987	495,292	1,964,747
<b>WOMEN'S MAGAZINES</b>					
Vogue (2 issues)	79,261	84,248	155,189	119,179	437,877
Ladies' Home Journal	*70,123	*67,064	106,000	82,922	326,109
Good Housekeeping	49,987	48,436	68,090	53,153	219,666
Harper's Bazaar	41,423	43,968	78,963	49,687	214,041
Woman's Home Companion	*39,532	*38,420	77,000	53,851	208,803
Pictorial Review	37,714	29,103	68,800	54,833	190,450
Delineator	*24,873	*27,831	66,995	45,058	164,757
†Designer & Woman's Mag	*19,417	*23,730	53,135	37,677	133,959
McCall's	25,025	22,876	33,021	20,485	101,407
Modern Priscilla	17,921	18,319	19,975	14,499	70,714
People's Home Journal	*12,240	*13,600	23,550	15,937	65,327
Woman's World	13,959	11,684	16,609	11,629	53,881
People's Popular Monthly	8,631	7,327	13,059	8,489	37,506
Needlecraft	*7,055	*6,387	8,909	6,821	29,172
Mother's Magazine	*3,370	x	15,130	8,684	*27,184

\*New size. xIssue delayed.

†Three-year total. ††Two magazines now combined.

	450,531	442,993	804,425	582,904	2,280,853
<b>CLASS MAGAZINES</b>					
Town & Country	\$68,041	*71,477	*108,353	*73,022	320,893
Country Life	48,475	48,310	65,016	43,344	205,145
System	32,004	32,653	61,832	61,797	188,286
Vanity Fair	41,164	33,524	58,330	41,393	174,411
House & Garden	58,718	38,923	47,889	24,765	170,295
Popular Mechanics	33,992	35,392	47,978	39,519	156,881
Field & Stream	32,571	28,322	30,304	29,778	120,975
Popular Science Monthly	19,563	19,959	28,608	25,421	93,551
Outers' Recreation	22,825	23,932	21,317	22,880	90,954
House Beautiful	27,681	24,461	23,805	12,490	88,437
Theatre	*12,209	*15,521	46,060	14,376	88,166
National Sportsman	18,798	16,622	15,890	16,665	67,975
Outdoor Life	16,177	15,643	12,000	9,780	53,600
Forest & Stream	11,128	10,153	12,032	10,882	44,195
Outing	7,544	6,158	10,499	10,077	34,278

\*New Size. †2 issues.

†3 weekly issues.

†4 issues.

	450,890	421,050	589,913	436,189	1,898,042
<b>WEEKLIES (5 April Issues)</b>					
Saturday Evening Post	272,847	230,667	\$327,541	\$281,858	1,112,913
Literary Digest	78,386	86,972	\$161,909	\$169,157	496,424
Collier's	18,480	28,716	*50,935	\$82,961	181,092
American Weekly	78,851	40,569	35,063	21,648	176,131
Outlook	*28,340	\$31,216	\$39,871	37,504	136,931
Leahie's	*7,061	19,863	\$46,582	\$58,039	131,545
Christian Herald	23,761	21,783	\$45,805	\$36,296	127,645
Life	*16,455	\$19,868	36,782	\$34,231	107,336

\*New size. x2 issues.

†4 issues.

	524,181	479,654	744,468	721,694	2,470,017
<b>GRAND TOTALS</b>	1,830,444	1,766,323	2,780,813	2,236,079	8,613,659



**They Walk a Mile for a Camel—  
BUT  
They Ride Twenty to Answer  
Atlantic Advertisements**

"Really the results from that advertisement of mine amazed me. \* \* \*

A letter just came from a rancher in Colorado. To send me his postal order he had to make a twenty-mile trip on horseback.

I have had answers from Hawaii, Porto Rico, the Philippines, Canada and all parts of the States.

The advertisement paid for itself many times over the first month. \*\*\*"

This is but one story of the successful use of **THE ATLANTIC** for direct returns.

(Quoted from a recent letter.)

**The Atlantic Monthly**  
One of the Quality Group

We also publish **The House Beautiful** and **The Living Age**

Totals
205,150
135,236
129,417
127,003
117,769
109,639
109,508
105,584
94,594
92,568
91,378
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## The Little Schoolmaster's Classroom

A PERENNIAL question before manufacturers is, "Where can we find a continuous source of new ideas for our dealers?" In many lines advertisers feel obliged to provide their trade with selling and promotion suggestions. To have value, these ideas must possess novelty. Some of the old principles will bear frequent repetition, but the retailer's interest cannot be maintained in old selling schemes unless they are occasionally freshened up with new thoughts.

But where to get these? Fortunately they do not have to be created out of thin air. One of the best places to look for enterprising plans is to watch the methods of progressive merchants. Here and there, perhaps in obscure localities, some forward-looking retailer is using a plan that could be used advantageously by other merchants if they knew about it. If a manufacturer would arrange to assemble these occasional advanced ideas, he would have a never-failing fountain of helpful suggestions for his trade.

\* \* \*

The Schoolmaster is running across plans of this kind all the time, and he tries to tell about as many as the space limits of his department will permit. One of these he has been observing with increasing admiration for some weeks. It is used by R. H. Macy & Co. This New York store signs each department in its newspaper advertisements with the name "Macy's—Sixth Floor," "Macy's—Basement," and so on, as the case may be. Most department stores display their name either at the top or bottom of their advertisements. Macy's, however, unmistakably identifies each department with the store as an institution. There are good reasons for this practice. It is a well-known fact that when people are absorbed in reading a page or double page department-store ad-

vertisement in a newspaper in which appear several other like advertisements, they are likely to forget which particular store it is whose advertising they are reading. Later, in telling about the thing advertised, they are liable to attribute the announcement to the wrong store. Then, too, people frequently clip out the particular section of the advertisement in which they are interested. If the name of the store is not printed in each section, it may be difficult to identify the clipping afterward. Any retail sales woman will tell you this is a frequent cause of confusion.

So prone are shoppers to get mixed up in this respect that many merchants find it necessary constantly to remind their patrons that they are in such-and-such a store. A common method of doing this is by printing the name of the store on every price-card counter-card or display sign of any kind shown in the establishment. This, by the way, explains why many merchants prefer to use their own show-cards rather than those sent out by the manufacturer.

You really cannot blame people for becoming confused. In many cities, all the leading stores are located in close proximity to one another, shoppers leave one and enter another in such quick succession, that many of them could not tell you, were you to ask them suddenly, which store they are in.

It is well, therefore, for the advertiser not to take too much for granted. Certainly he need not be shy about repeating his name too often.

\* \* \*

The Schoolmaster notes in recent baseball news a suggestion for sales managers. In almost every sales force there is, or should be, a "Babe Ruth" and several men who are pressing close for first place. The method of

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## *James Wallen Wants a Contact Man*

I want a contact man who can bring my clients' needs to me and in turn convey my ideas to clients. ¶ This man must know a deal about merchandising, printing processes and media. I make the plans and write all the copy. So I must have more time in my study. ¶ I have an adequate office staff. The contact man will be engaged solely in creative work. If interested write me a brief biography of yourself.

**JAMES WALLEN**  
*Persuasive  
Advertising Copy and Plans*

STUDY:

EAST AURORA, N.Y.

TENTH YEAR



# BERRIEN COMPANY

INCORPORATED

## *Advertising*

Telephone : Murray Hill 7367  
19 W. 44th St., New York

### COPYMAN

This may be your opportunity to become part owner of a live New York agency.

We want a copy man of proven ability, and possibly a beginner with some practical experience, who is willing to back his efforts with a small investment.

We believe that if a man puts his money into a firm he will put forth every effort to safeguard the company and make it grow.

We are primarily interested in Character and Ability.

Substantial Volume of Business  
No Liabilities, Considerable Assets

"Confidential," Box 33,  
Printers' Ink

### Chicago Trade Publication Wants New York Representative

A thoroughly high-grade Chicago trade publication wants a New York representative. Prefers a man representing one or two other high-grade trade papers. A man with architectural or engineering knowledge will be given preference. Address "A. H." Box 43, care of Printers' Ink.

compensating the man who goes up to the plate with a gleam in his eye and knocks home runs to the great delight of the crowd is a problem paralleled in a sales organization. How is the home run man who knocks the "cave man" buyer cold to be compensated, and if he is well compensated, how is the rest of the sales force going to feel?

According to rumor the price for home runs by Babe Ruth during this season was to be \$6,000 per dozen, or \$500 each. A genial Columnist points out that in the old days the king of swat was lured on to "do his darndest by an advertisement on the right field fence that proclaimed the willingness of the village haberdashery to give a pearl gray fedora or six pairs of silk socks for every home run." Today home run compensation has gone up, as has sales compensation, but if a home run by Babe Ruth is worth \$500, how much is a home run by Aaron Ward worth, and if the well-known Bambino makes a home run with nobody on bases and his team five runs ahead anyway and gets \$500 for it, how much is another player to be paid for a home run with the bases full and the team two runs behind? Complete information as to how the other players on the team feel about Babe Ruth's reward and just how the management intends to solve its other problems would be help-

"Greatest Lumber  
Newspaper on  
Earth."

**American lumberman**  
Published  
in CHICAGO  
—Read wherever  
lumber is cut or sold.  
Member A. B. C.

### BREADY, BRADSHAW & SCANLAN

Publishers' Representatives

Covering Illinois, Wisconsin, Michigan, Indiana, Ohio, and adjacent territory desire two or three more high-grade publications.

Address: 208 North Wabash Ave., Chicago, Ill. Phone Cent. 3875. Or address this week: Thos. P. Scanlan, care of Printers' Ink, New York.

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## DRAMATIZE YOUR ADVERTISING

WITH

**DONDO MARIONETTES (Pat.)**

IN

**WINDOW DISPLAYS EXHIBIT BOOTHES  
TRAVELING DISPLAYS**

Exclusive Agency

**MARIONETTE THEATRE EXCHANGE**

Telephone Bryant 3242

145 West 45th St., New York

"Let the Dondo Marionettes Be Your Sales Actors"

## TWO MAGAZINES FOR ADVERTISING MEN

**NATIONAL ADVERTISING** Magazine tells National Advertisers how to spend advertising appropriations to the best advantage in Newspapers, Magazines, Farm and Trade Papers; analyzes media and criticizes selling copy; monthly; send 50 cents for current number or \$3.00 for twelve months' subscription.

**POSTAGE** Magazine is devoted exclusively to Direct-Mail Advertising.

Tells how to write Letters, Circulars, Booklets, House Magazines; monthly; send 25 cents for current number or \$2.00 for twelve months' subscription.

18 to 22 East 18, New York

## Population 66,138 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880.

## Brockton Daily Enterprise

Printing 21,000 Daily

Flat Commercial rates 6½ cts. per line, 9½ cts. per inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



Northern New England

MASSACHUSETTS, MAINE

VERMONT, NEW HAMPSHIRE

POPULATION 5363000

for 25 years we have been building a plant and organization to dominate this territory in the Rusted Outdoor Advertising field. A complete, efficient service is now offered.

This service waits on your requirements

**THE KIMBALL SYSTEM**

New Office  
Lowell, Mass.



**Howell Cuts**

for house organs  
direct mail and  
ads for proofs  
other advertising

Charles E. Howell - Fisk Building - New York

R  
D  
S

WHEN you must know quick—  
The Richey Data Service is right  
there to solve advertising and sales  
problems. That's why the leading  
advertising and sales executives use  
it. This month's Bulletin shows you  
why. Write for it now.

THE RICHEY DATA SERVICE  
P. O. Box 101 Indianapolis, Ind.

**"GIBBONS Knows CANADA"**

TORONTO

MONTRÉAL

WINNIPEG

May 11, 1922

## EVENING HERALD

LEADS ALL LOS ANGELES  
DAILY NEWSPAPERS IN TOTAL  
PAID ADVERTISING

National,  
Local Display  
and Classified

Total for first three months of 1922

# 4,161,108 Lines

Representatives:

New York:	Chicago:
H. W. Moloney	G. Logan Payne Co.
604 Times Bldg.	Suite 401, Tower Bldg.
	6 No. Michigan Ave.

## Photographs for Direct Advertising

ACTUAL PHOTOGRAPHS GET YOUR MESSAGE  
ACROSS QUICKLY—GAIN ATTENTION—GET BIG  
RESULTS  
3½ x 5½ PHOTO-CARDS JUST THE RIGHT  
SIZE FOR MAILINGS OR ENVELOPES—ARE LOW IN PRICE

\$18.00 to \$25.00 per M.

REPRODUCED IN QUANTITY SIZES

MINIATURE GUMMED PHOTOCARDS tipped in on your letter  
head give your sales letters life, interest and a personal  
touch that gets a reading. Added returns may pay the  
cost a hundred times over. Price \$5.00 to \$6.00 per  
thousand

WE WILL FORWARD SAMPLES

Bend at T-12 or 8-10 photocards—use self  
flocking cards print name and address on  
your part and suggest how this idea can be  
used to boost your sales

Photo Sales Service Corporation

733 JACKSON BLVD.

Chicago  
O



Send for Proof ~

## PEN DRAWINGS

\$2.50

Box 999

PRINTERS' INK

185 Madison Avenue, New York, N. Y.

ful to many a sales manager with  
a "Babe Ruth" on his payroll.

\* \* \*

"I have always been a booster  
for advertising," an executive was  
telling the Schoolmaster, "even  
though my company does not em-  
ploy it on a national scale. It was  
only when I became a radio fan,  
though, that I got a really under-  
standable lesson in the selling  
power of printers' ink."

"Several weeks ago I purchased  
a cheap radiophone set with the  
idea of adding to it as my knowl-  
edge of it increased. Once I  
actually heard the music from the  
air, however, I fell for the craze  
and plunged. Nothing was too  
good or too expensive. Still, it  
had become a hobby with me and  
I didn't want to buy a big set all  
assembled. The desire to make  
something was strong and for  
that reason I purchased parts  
with the intention of putting them  
together myself.

"But I had to feel my way.  
Many of the devices were like so  
much Greek to me. The radio  
dealer would talk about this or  
that until he was blue in the face,  
and still I would hesitate merely  
because the name of the maker  
meant nothing at all to me. But  
every so often I would run across  
something stamped Westinghouse,  
General Electric, a Willard Bat-  
tery, Stromberg-Carlson Head Set  
—names that were already fa-  
miliar. On such occasions there  
was no hesitancy on my part. By  
myself I decided whether or not  
I wanted the device, and if I did  
I went to a store and asked for  
it by name, just as I would pur-  
chase Uneeda Biscuits.

## PISTON RING SALESMAN

Wanted by established manufacturing cor-  
poration a high-grade man having consid-  
erable experience selling to the replacement  
trade and who has made an unqualified  
success in this line. For such a man we  
have a proposition that is exceptional and  
that offers a corresponding high remuner-  
ation and an excellent future. In reply  
state age and education; give chronological  
business experience since leaving school,  
the companies worked for, your sales, and  
your earnings; state expected salary and  
how soon you would be available. All in-  
formation received in strictest confidence.  
Address "G. A.", Box 38, Printers' Ink.

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"When these companies began advertising, radio was unknown. They would have laughed, even three or four years ago, if someone told them they were going to be bending every effort toward turning out radio equipment during 1922. But they were advertising all the time, and while their copy had nothing to do with radio, amateurs, such as myself, had confidence in what they said and what they offered when they did turn their attention to wireless."

### California Packing Corporation Profits

The California Packing Company, producers of "Del Monte" products, for the year ended February 28, 1922, reports net profits of \$2,240,591, after allowing for all charges and taxes. In the previous year the company reported net profits of \$4,253,015.

The general balance sheet on February 28, 1922, shows a profit and loss surplus of \$13,472,100, against \$14,061,87 at the end of the previous year.

### Western Accounts with Omaha Agency

The Bloodhart-Soat Company, Inc., Omaha, advertising agency, has obtained the accounts of the Lininger Implement Company, Omaha; the Green Furnace & Foundry Company, Des Moines, Ia., and the Howard Manufacturing Company, Balston, Neb.

### Increase in Profits of Corn Products Refining Co.

The Corn Products Refining Company, maker of "Karo Corn Syrup," "Mazola," etc., reports for the quarter ended March 31 a net income of \$2,163,189, compared with a net income of \$1,282,331 for the corresponding quarter of 1921.

### K. L. Noone Joins Newcomb Staff

K. L. Noone, for over fifteen years connected with the American Newspaper Publishers Association, New York, has joined the staff of James F. Newcomb & Co., Inc., New York, as assistant to Robert E. Ramsay, vice-president.

### Tell the Doctors through The American Journal of CLINICAL MEDICINE

4733 Kenwood Ave. Chicago NEW YORK  
W. 42nd St.  
8 De Witt Clough, Adv. Mgr.

## Leafleture



OUND reasoning, clear writing, expressive printing—we link tales veracity with sales sagacity. Leafleture, bookleture and letterature.

**SAMSON**  **SERVICE**  
Strength in  Advertising  
Continental Trust Bldg. Washington D.C.

Good Advertising —  
like

Good Merchandise—  
builds

BETTER BUSINESS

Let us help you.

### CARLYSLE COMPANY ADVERTISING

Marbridge Building  
47 West 34th Street  
New York.

## House Magazines

3,000 for \$134

We edit and print

### HOUSE MAGAZINES

in three standard sizes, and have basic prices in quantities from 1,000 to 25,000. A high-grade service used by 30 different companies. No salesmen; no contracts. Write for samples.



Pocket-size, 3 1/4 x 6 1/4 inches, cover in two colors, individual name, 12 pages of reading matter by William Feather. Your advertising appears on cover pages and on 4-page section in center.

### The William Feather Co.

605 Caxton Building  
Cleveland, O.

**Real Circulation—Paid and Proven**  
is the answer to why the  
**AMERICAN**  
**RESTAURANT MAGAZINE**  
pays advertisers.  
First National Bank Building  
CHICAGO

**P**roprietary Medicine  
Manufacturers large and small all  
read and rely on the trade paper  
of their industry.

**"Standard Remedies"**  
(440 South Dearborn, Chicago)

## Market News

A Monthly Trade Paper  
FEATURING 5¢ to \$5.00 MERCHANDISE

What have you to market that can be retailled  
from 5¢ to \$5.00?  
Glad to work with you on merchandising and  
advertising possibilities. We reach only well-  
rated merchants.

458 BROADWAY, NEW YORK CITY

### Hand Lettered Stationery

We will design, engrave and print  
25¢ per sheet  
**5000 LETTER HEADS for 28.50**  
10,000 for 43.50  
Envelopes to match, 5000 25¢; 10,000 40¢

Samples sent free  
At Frank A. Eboli, 240 W. 12th St., Erie Pa.

*fae* **FRANK A. EBOLI**  
CREATOR OF ADVERTISING ART



## PRINTCRAFT PRESS

Faith is the name of a  
little monthly publica-  
tion we issue. If you  
would like to receive it  
just send us your name.

A ring brings a principal,  
with no obligation

213 W. 40th St., New York  
Near Times Square BRYant 0131

**A Cause That Is Worthy of a  
"Year"**

VANDERHOOF & COMPANY  
Chicago, May 1, 1922.

*Editor of PRINTERS' INK:*

We have had "57 varieties" of "na-  
tional selling weeks," but they were all  
directed at the poor old ultimate con-  
sumer and the dealer.

Why can't we have a "Save the Sales-  
men's Time" Week in the interest of  
the manufacturer and companies that  
have personal service to sell? In these  
days of reconstruction, when an adver-  
tising campaign is considered, the selling  
cost takes a front seat. One of the  
factors in piling up a high selling cost  
is the chair-warming spent by the sales-  
man waiting to see the prospective  
buyer, who could easily send out word  
that he would be engaged for an hour  
or two, or for the day, and request the  
salesman to come back a few hours later  
or the next day.

In a recent article in PRINTERS' INK,  
H. G. Kenagy, of the Carnegie Insti-  
tute of Technology, stated that the time  
the salesman spends face to face with  
the customer amounts to 15 per cent;  
traveling 40 per cent; and waiting 15  
to 20 per cent.

Perhaps a "Save the Salesmen's Time  
Week," promulgated by PRINTERS' INK  
and backed by employers of salesmen,  
might reduce this waiting time to, say  
five per cent, which would mean the  
saving of more money than I can figure  
out on my scratch pad.

VANDERHOOF & COMPANY,  
E. M. NOLEN, V. P.,  
Director Merchandising.

With Walton & Spencer  
Company

The Walton & Spencer Company, Chi-  
cago, has appointed E. N. Cedarleaf as  
its director of advertising. Mr. Cedar-  
leaf was previous advertising service man  
for R. R. Donnelley & Sons' Co., of that  
city.

## WANTED—Class Magazine Salesman

Leading Class Magazine in its field  
wants advertising solicitor. Prefer  
college man, 25 to 30 years old,  
who is now making good selling  
trade-paper space in New York  
City and wants a bigger opportu-  
nity. Extensive publication experi-  
ence not so important as initiative,  
resourcefulness and willingness to  
work hard. Moderate salary at  
start. Replies held confidential.  
Tell full story in first letter.  
Address "M. J." Box 44, care  
of Printers' Ink.

About  
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Executive  
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## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

**First Forms Close Friday Noon; Final Closing Monday Morning**

### BUSINESS OPPORTUNITIES

**HIGH-CLASS** skylight studio with living apartments, 3 rooms, kitchen and bath. Rent \$90 per month, including electric light. Inquire Henry's Restaurant. @ W. 36th.

**For Sale**—Mailometer, American Multi-graph, Addressograph machines, steel cabinets and Sanitary Base, and a 15,000 mailing list. Box 986, care of Printers' Ink.

**Partner Wanted**—Advertising Salesman or Assistant Editor to purchase one-fourth interest in New York trade magazine for \$500. No competitors. Opportunity. Box 984, Printers' Ink.

**SELL YOUR SNAPSHOTS AT \$5 EACH.** Kodak prints needed by 25,000 publishers. Make vacations pay. We teach you how and where to sell. Write Walhamore Institute, Lafayette Bldg., Philadelphia, Pa.

### Printing Plants and Businesses

Bought and Sold  
Printers' Outfitters  
CONNER, FENDLER & CO.  
New York City

**Correspondent**—I sell by mail, instead of traveling on the road. I sell by letters at less cost than you pay salesmen. I can refer you to some of the largest firms in New York, for whom I am now working on part time. I am open for one more part-time position at \$25 per week. An interview will give me the opportunity to furnish complete details. Address: Correspondent, Room 803, 280 Madison Avenue.

### BUSINESS OPPORTUNITY

**Small Trade Journal for Sale**  
About 1,000 subscribers, monthly advertising about \$125. Can be built up. Excellent opportunity for capable manager with a small capital to buy on good terms. Address Box 987, Printers' Ink.

### HELP WANTED

**ADVERTISING SALESMEN WANTED** to sell Syndicate Bank Advertising as side line. Should be experienced men. Liberal commission. Box 979, care of Printers' Ink.

**Salesmen**—Large corporation wants several salesmen in different territories to introduce new addition to well-established and well-advertised product, selling to retail stationery, jewelry, drug and kindred trade. Commission basis. Box 978, P. I.

**Circulation Man Wanted**—One who would like to connect with a good evening paper with 17,000 circulation in a city of about 50,000 population. No contest or premium proposition. Just straight permanent circulation building. Give full information in first letter, experience, present employer and salary expected. Box 998, Printers' Ink.

### ADVERTISING ASSISTANT

A national advertiser with general offices in Pittsburgh wants an assistant advertising manager. An excellent opportunity for advancement. Salary to start \$1800 a year. Ability as copy writer and some knowledge of engraving, printing, sales systems, etc., required. Address Box 989, Printers' Ink.

### ADVERTISING MANAGER

Prominent Chicago corporation manufacturing high-grade food products, desires experienced man who knows how to write ads, where to place them, and how to co-operate with sales department. Desirable position with good prospects for capable man. Box 303, P. I., Chicago Office.

## Interesting Copy Writer

We are not easy to please—but then there are men writing copy who haven't been given the opportunity to write primarily from the point of view of interesting the reader.

And he must have the advertising experience that can only come from at least several years big agency training. The position is in Baltimore. Send samples, mentioning present earnings, to Box 301, care of Printers' Ink.

**Experienced Proofreader wanted** for printing establishment doing commercial and book work. Congenial surroundings; good initial salary with opportunities for advancement. For interview write Box 988, care of Printers' Ink.

**Advertising Man Wanted**—Young man full of pep who wants to make a record for himself in new business building as well as increasing the business of regular advertisers, can connect with a live evening daily with a circulation of 17,000 in a city of 50,000 population. Box 1000, Printers' Ink.

**FIRST-CLASS SALESMAN WANTED**  
An A-1 agency man who firmly believes in dealer helps—showcases, display racks, signs, etc. Must have the best of connections and acquaintance and know the merchandising game very well. The H. D. Beach Company, 42 Union Square, New York.

**Magazine advertising salesman wanted**—A leading Canadian magazine publisher wants to hear from first-class salesman who knows Canada and who knows New York and has a good connection among advertisers and agencies. Give full information regarding experience and salary required in first letter. Box 302, care of Printers' Ink.

## COPY WRITER

New York agency serving well-known national advertisers has opening for high-grade copy writer of proved ability with experience in food advertising. Tell what you have done and submit samples of work. Address Box 993, care of Printers' Ink.

## SALES MANAGER

Thoroughly qualified executive for large printing and lithographing house doing general commercial and advertising business. Must be experienced in this line. State full particulars, salary expected, and give references.

**THE FEDERATED PRESS, LIMITED**  
243 Bleury Street, Montreal

## WANTED A "National" Man

—by established New England agency. Must have successfully engineered at least one good-sized national account. A man of mature experience—likable but aggressive—high minded but not high browed—able and willing to plan, write or solicit. Determined to stick and help build. If he has New England connections, all the better. Write for appointment. Box 990, Printers' Ink.

**Wanted—Advertising manager** for daily newspaper. Must have had experience in similar capacity in city of 40,000 to 75,000. Must be first-class in every respect, with executive ability, initiative and constructive ideas. Address Box 980, Printers' Ink.

**Wanted—Advertising solicitor**, or established agency preferred, to handle the entire advertising of a publication covering the fruit products industries; commission basis; large field and excellent opportunities await diligent worker. Box 981, Printers' Ink.

## MISCELLANEOUS

**House-organs, folders, booklets, etc.** Well-equipped concern doing work for New York firm for many years can take additional work. High-class; prompt delivery, close co-operation. STRYKER PRESS, Washington, N. J. Phone 100.

## ADVERTISING MEN

and sales managers like THE PRINTING ART (100-page monthly magazine 9 1/4 x 12 1/4) for its most unusual exposition of interesting writing-selling principles and illustrated constructive criticism of current advertising. Printers, art directors and students admire its beautiful specimens of commercial art (full pages in color). Those subscribing in April will receive a complimentary booklet "Elements of Successful Copy" (just out) by Robert Ruxton. Money refunded in three months if not satisfied. Order today—pay bill when rendered. Subscription, \$4.00; Canada, \$4.50. Published by The University Press, Cambridge, Mass.

## POSITIONS WANTED

**Writer of copy, trained and experienced** in chemistry and metallurgy, investigator, should be valuable to agency or advertiser. Selling experience. Box 308, Printers' Ink.

## TYPGRAPHY

can cost out of all proportion to its worth. If this means anything to you, I may be able to help. Box 995, care of Printers' Ink.

## ADVERTISING SOLICITOR

Thoroughly experienced; successful; can devote portion of his time to a suitable proposition; commission basis. Address Box 992, Printers' Ink.

**WANTED**—By a woman of broad and valuable experience—position as associate editor with high-class publication or advertising agency. Experienced in manuscript reading, criticism and revision; also in office systematizing and organizing. Would consider pre-war salary of \$5,000 per year. Box 304, P. I.

## ARTIST

A man that will fit in any organization agency, newspaper or engraving house. Good on figures and color work in all mediums, 12 years' experience, last four years art director metropolitan daily. Age 32. Address Box 983, Printers' Ink.

ager for daily  
and experience  
of 40,000 to  
in every re-  
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Address Box

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industries; com-  
and excellent  
worker. Box

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**Sales Manager-Territory Analyst**, with a practical advertising experience, can put big thing over—Radio campaign considered. References that will satisfy. Six Thousand Dollars. Box 985, P. I.

#### BUSINESS MANAGER

Experienced circulation man; good record; competent to handle entire business management of magazine, now available. Box 300, Printers' Ink.

**High-grade production man** and printing executive of exceptional ability, practical all departments would make a change. A thoroughly trained newspaper superintendent. Address Box 306, P. I.

**ENERGETIC ADVERTISING WOMAN** 26, wants agency connection. College trained, experienced in department store, newspaper and agency work. Constructive ideas in my copy and layout. I like to work. Box 307, Printers' Ink.

**University Graduate**, 24, experienced in reporting, sales, direct-mail advertising and printing, is available. Can write copy, and reinforces natural ability and pleasing personality with plenty of energy and conscientious effort. Address J. D. S., 1773 Ashland Ave., St. Paul, Minn.

#### Male Stenographer-Correspondent

Thorough knowledge fundamentals advertising. College education. Willing to go anywhere and start in any capacity where creative ability and loyalty win promotion. Address Box 991, care of Printers' Ink.

I am your man—age 28, and single—with an intimate knowledge of farm, small town and city life. Backed by 7 months' experience with a small daily, 7 years' "Printers' Ink" study, and other advertising works. Merit to determine salary. Mid-West desired. C. H. Martens, 111 Royalston Ave. No. Minneapolis, Minn.

#### Experienced Copy Man

After weathering the slump in small New York Agency (A. A. A.) outsiders have bought control and I am OUT shortly.

Good all-round copy and contact man, experienced in many lines, from lingerie to machinery. Mail-order experience. Can refer to old owners of this agency.

Young, likable, married. \$75 minimum. Box 305, Printers' Ink.

#### Newspaper Owners Attention

Have you an opening for a general or business manager of strength and dignity who is seeking to escape the limitations of present position? A man eminently qualified to take a second or third paper in a field and put it out in front or to develop a property that is not paying maximum returns. An irreproachable business and personal record backed by pleasing personality and thorough knowledge of the newspaper business. Would start as low as \$4500 to demonstrate ability. Box 309, Printers' Ink.

#### WE CONNECT THE WIRES

**I**DEAS, ENTHUSIASM and Judgment are peaks in the range of No. 3830, advertising executive, publicity writer and editor, now getting \$5,200. Has sold soap through newspapers, magazines, house organs, car cards, billboards and window displays. "He can do all the things a good advertising man should do," writes his agency chief. If you have the right opening, let us introduce our client.

**FERNALD'S EXCHANGE, INC.**  
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

**REPRESENTATIVE** now sharing territory for important national women's magazine, desires affiliate with smaller publication or manufacturer where he will have exclusive territory. Age 33, American born, Christian; good health, education, character and presence. Address Box 996, Printers' Ink.

#### Practical Newspaperman Advertising-Editorial Service

In field eleven years, prolific writer, practical printing experience, to connect with corporation or agency. Broad visioned; imagination plus ideas; energy plus experience. Could serve well with house-organ or trade paper. 30 years old, salary \$75. Address Box 994, care of Printers' Ink.

**Can you use a young executive in your organization—trained in advertising, financing, salesmanship and factory production?** One who has managed a plant of his own and thus able to appreciate the boss's problems. Not a miracle worker but rather a business builder through honest and industrious effort. Thirty years of age, unmarried and healthy. Salary around \$3000. Applicant seeks a larger opportunity and would be pleased to discuss the matter with any organization interested. Box 997, Printers' Ink.

#### Binders for Printers' Ink

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with Interlaken book cloth; lettered in gold.

**PRINTERS' INK PUBLISHING CO.**  
185 Madison Avenue - - New York

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# Outdoor Advertising

NATION-WIDE

**110,000,000  
CIRCULATION**

## ECONOMY

—through multiplying the buying-power of the appropriation, through intensifying marketing activity and making it more efficient and profitable—one of the 12 advantages of

## OUTDOOR ADVERTISING

Thos. Cisack Co.

### CHICAGO

HARRISON  
LOOMIS &  
CONGRESS STS.

### NEW YORK

BROADWAY  
FIFTH AVE.  
AT 25TH ST.

BRANCHES IN 45 CITIES OPERATING IN OR  
REPRESENTING OVER 8,500 CITIES AND TOWNS

# A Barometer For Advertisers

The chart below offers statistical evidence that business conditions are sound and improving in The Chicago Territory. During the first four months of 1922 The Chicago Tribune has printed two thousand three hundred columns more display advertising than during the unprecedented boom period of 1920.

Prosperity is swiftly returning to the corn-belt, and advertisers should take immediate advantage of The Chicago Tribune's power to increase sale volume throughout Illinois, Indiana, Iowa, Michigan and Wisconsin, as well as in the City of Chicago.

## Chicago Tribune Display Advertising for the First Third of Each Year

**1918 - 9,192.67 Columns.**

**1919 - 13,862.38 Columns.**

**1920 - 17,335.45 Columns.**

**1921 - 17,198.75 Columns**

**1922 - 19,668.24 Columns**

## The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

512 FIFTH AVENUE  
New York

TRIBUNE BUILDING  
Chicago

HAAS BUILDING  
Los Angeles

by 11, 19

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